



LEDBURY TOWN COUNCIL

TOWN COUNCIL OFFICES, CHURCH STREET, LEDBURY

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11 September 2020

Dear Councillor

You are summoned to attend an **Extraordinary Meeting** of **LEDBURY TOWN COUNCIL** to be held on **Thursday, 17 September 2020 at 9.00 pm via Zoom**, for the purpose of transacting the business shown in the agenda below. During the Covid-19 Pandemic meetings will take place via zoom.

Members of the public will be able to watch the meeting live on the Council's Facebook Page at the link below:

<https://www.facebook.com/Ledbury-Town-Council-1834014213360154/?ref=bookmarks>

Yours faithfully

Councillor Dan Vesma
Town Mayor

A G E N D A

1. **Apologies**
2. **Declarations of Interests**

To receive any declarations of interest and written requests for dispensations.

Members are invited to declare disclosable pecuniary interests and other interests in items on the agenda as required by the Ledbury Town Council Code of Conduct for Members and by the Localism Act 2011.

(Note: Members seeking advice on this item are asked to contact the Monitoring officer at least 72 hours prior to the meeting)

3. Car Parking Charges

(Pages 1223 -1239)

4. Date of next meeting

To note that the next meeting of Full Council is scheduled for 1 October 2020 at 7.30 pm

Distribution: - Full agenda reports to all Councillors (9)

**Agenda reports excluding Confidential items to Local Press
(2)**

Dear Stakeholder

Car Parking Charges Review 2020 – Consultation

On 23 July 2020 I authorised a review of car parking charges in order to address some feedback received about parking in the Covid-19 recovery. In January 2020 I had already begun to work with officers on potential options to improve our parking regime to enable the council to meet its future ambitions, as outlined in the County Plan.

The County Plan 2020 – 24 identifies the three areas which will be our focus; The Environment, Our Communities, and The Local Economy. Our parking arrangements in town centres are an important part of this where we want to encourage visitors and spending, whilst acknowledging the impact on the environment and congestion that private car use has. Parking charges are an essential function in the management of urban centres and the income for parking charges supports vital work that the council needs to carry out, such as maintaining roads or school travel.

The Covid-19 pandemic has also brought with it many other challenges for all, not least how we are to support our towns and city centres in the recovery period, whilst promoting more sustainable and healthier modes of transport such as walking and cycling.

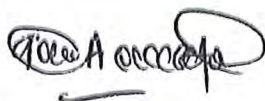
Recently, I have had requests for parking concessions and I was pleased to be able to deliver 4 weeks of free parking to kick start the recovery – this is not sustainable long term financially or environmentally. However, I do recognise that there may be some benefit in considering longer term concessions where they can positively support dwell time and space turnover – whilst encouraging visitors.

This is why we now need your input and local expertise as a key stakeholder.

Based on feedback that we have informally received to date enclosed is a fully costed revised car parking charges proposal we have worked on in recent weeks. I would be grateful if you could review the detail of the proposals and tell us what you think will work well and what will not work so well. There is also opportunity for you to tell us anything else that we may not have considered. I really hope that you are able to feedback, and I intend to have further discussions with stakeholders who have been in touch personally in order to get their insights and make sure we make best use of their knowledge.

It is important that you respond to this consultation, where I can then make a formal decision on the outcome and any changes that we implement.

Yours sincerely



Cllr J Harrington
Cabinet Member Infrastructure & Transport

Encs

Herefordshire Council

Car Park Charges Review

Consultation with key stakeholders August 2020

Details of how to provide your views are included at the end of this document.

BACKGROUND AND PROPOSAL

1. INTRODUCTION

Parking arrangements are in place to manage demand for parking spaces, promote sustainable and healthier modes of transport in order to encourage visitors. Herefordshire Council operates 39 car parks across the county and manages on-street paid for parking in Hereford, which are used 2 million times a year by visitors, shoppers and commuters.

Well-managed parking, where spaces are available to those that need to travel by car, is essential to support the economic vitality of our towns and the city centre. Should residents and visitors need to use their car, parking should be available, simple and convenient.

It will always be necessary to have some parking charges - to control the availability of spaces and congestion in the high demand areas and to encourage people to walk or cycle into town where they can.

The surplus income, the income left over after the cost of operating and maintaining car parks has been accounted for, is used to directly support services provided by the council such as concessionary travel and highways. Without this income the council would need to reduce expenditure on essential services.

Finding the balance between convenient parking, supporting visiting, encouraging other modes of transport and maintaining a viable income stream is a continuous challenge to the council.

This consultation has been launched to gather feedback on proposed changes to the parking charges and concessions structure, county-wide. This will assist the council to decide on how car parking charges will be applied in the future, and any changes that may be required.

A copy of the decision taken on 23 July 2020 by the Cabinet Member Infrastructure and Transport, Cllr John Harrington, authorising a review of car parking charges to enable consultation with key stakeholders can be found on the council website <http://councillors.herefordshire.gov.uk/ieDecisionDetails.aspx?ID=7013>

Our objectives are outlined in [The Local Transport Plan 2016 -2031](#) and [The County Plan 2020 - 2024](#).

2. CURRENT ARRANGEMENTS

The current charging regime has developed over time with various changes taking place creating layers of different charges across the county.

In Hereford, Sunday and evening charges have been added in the past creating a differential set of charges between the days and hours that drivers use the car parks. The Market Towns all have a different charging regime which appears to have been inherited following authority boundary changes in the past, and then evolved over time in each locality.

This has resulted in there now being over 600 different tariff variations in the county, and a somewhat complex charging structure for drivers to understand.

Annual agreed concessions are currently limited to the Christmas period where there are 5 free 'late nights' in Hereford, and 1 free full day in the Market Towns.

3. PROPOSAL

a. General Charging structure

In order to simplify the existing complex charging regime it is proposed that a colour coded theme for each car park with a clear message that drivers can easily understand is introduced countywide. The colour scheme gives drivers a clear message on which location should be considered first for parking, and the tariff will reflect

this. The messaging around each band recognises the different types of user car parks attract and breaks them down to give an indication as to their suggested use.

<p>Work & Stay</p> <p><i>"Long stay parking for commuters, day or overnight visitors"</i></p>	<p>Eat & Visit</p> <p><i>"Central parking for workers and visitors"</i></p>	<p>Stop to Shop</p> <p><i>"Convenient parking for short stay visits"</i></p>
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b. Parking tariffs

In order to bring some of the charging bands into alignment this will result in some increases and decrease to individual tariffs. Though some of the increases can be mitigated with the concessions outlined below.

Drivers that wish to park in the most central or popular locations should expect to pay more - as a basic principle of demand management - and they should however be aware they have other options.

Drivers planning a journey, and looking for ultimate convenience, can head towards a 'stop to shop' car park. At these locations they can expect to pay for their parking per hour which is ideal for short stay visits such as shopping. When planning a journey for longer in a central location, such as eating or visiting, drivers can park at an 'eat and visit' location where tariffs will allow either an hourly or an all-day rate. For longer visits drivers can park in out of town locations where the most cost effective tariffs will be available.

Refer to appendix 1 for the detail of all parking tariffs and the proposed changes.

c. Car Park allocation

In order to achieve maximum simplicity for drivers, car parks will be grouped into these bands across the county where one charge will apply in Hereford, another in the large market towns of Ledbury, Leominster and Ross, and another for Kington (being a small market town).

Refer to appendix 1 for an overview of the proposed car park charges and allocation of car parks to bands.

d. Concessions

Concessions for parking, free or reduced price parking, can be beneficial in both encouraging travel at off peak times and supporting dwell time for visitors. These however should not be considered where they may create space availability, congestion, or other traffic management issues. By taking into account some feedback already received all of the following concessions to the parking structure outlined above may be considered. These apply concessions evenly to both night time, day time, weekend and weekday traders - whilst also recognising the importance of dwell time, space availability and sustainable travel.

Super Sundays - charge capped at 3 hours, and free on street and after 6pm in Hereford. Completely free in all Market Towns.

Active Wednesdays - provides an incentive to parking further out of town and then walking.

Evenings are for Eating - Free after 6pm in Market Towns and Hereford on street, and free after 8pm in Hereford car parks.

Christmas Presents - free after 12pm on five Wednesdays before Christmas, and another free day each year.

Some of the concessions outlined in the table below are currently available where some are new or an extension of the current tariffs. The arrangements for Blue Badge Holders will not change where they will be entitled to 3 hours free parking in all council car parks.

Proposed charges and concessions

	CITY	LARGE MARKET TOWNS	SMALL MARKET TOWNS
	Hereford	Ledbury, Leominster & Ross	Kington
	Mon - Sun (8am - 8pm)	Mon - Sat (8am - 6pm)	Mon - Sat (8am - 6pm)
Work and Stay	Per hour£1.00 All day£5.00	Per hour£1.00 All day£3.00 (Wilton Road £1.00 all day)	FREE
Eat and Visit	Per hour£1.40 All day£7.00	Per hour£0.80 All day£4.00 (Local time limits may apply)	Per hour£0.50 All day£2.00
Stop to Shop	Per hour £1.60 (On Street P&D: £1.00 for 30 mins, £2.00 for 1 hours; £4.00 for 2 hours)	Per hour£1.00 All day£6.00 (Local time limits may apply)	N/A
Concessions:	Super Sundays ✓ Pay 3 hours & park all day ✓ Free on street parking ✓ Free after 6pm in all car parks Active Wednesdays ✓ Buy 1 hour get 3 at selected out of town car parks Evenings are for Eating ✓ Free after 8pm every day in all car parks ✓ Free after 6pm on street Christmas Presents ✓ 5x Free Wednesday afternoons ✓ 1x Free after 10am for the Christmas lights switch on day.	Super Sundays ✓ Free Parking Active Wednesdays ✓ Buy 1 hour get 3 at selected out of town car park Evenings are for Eating ✓ Free after 6pm everyday Christmas Presents ✓ 5x Free Wednesday afternoons ✓ 1x Ledbury free after 10am for Christmas lights switch on ✓ 1x Leominster free after 10am for Christmas market ✓ 1x Ross free after 10am for Christmas lights switch on	Super Sundays ✓ Free Parking Evenings for Eating ✓ Free after 6pm everyday Christmas presents ✓ 5x Free Wednesday afternoons ✓ 1x free after 10am for food festival

<u>Car Park Allocation to bands</u>	Work and Stay	Eat and Visit	Stop to Shop
Hereford	Friars Street (6pm) Merton Meadow* St Martins 1* St Martins 2	Bath Street Bus Station Garrick multi-storey Greyfriars Union Walk Venns Close Wye Street Town Hall	Goal Street West Street Maylords Shirehall On Street P&D (2hrs max.)
Ledbury	Bridge Street	Bye Street (3hrs Max.) Lawnside Road*	St Katherines
Leominster	Broad Street Disley Street*	Etnam Street	Central Area (2hrs Max.)
Ross	Edde Cross King Acre Kyrle Street Wilton Road	Corn Exchange Crossfields Red Meadow*	The Maltings (3hrs Max.)
Kington	N/A	Mill Street	N/A

*Active Wednesday location

RESPONSE

To provide feedback in respect of this proposal, or anything else please complete the online survey:

[Open the Car park charges consultation 2020 survey](#)

If you have any questions regarding these proposals or wish to arrange a telephone meeting prior to submitting your response then please contact (though note that you should still complete the survey above):

James Hughes - Parking Strategy and Processing Manager

Herefordshire Council

Townhall

10, St Owens Street

Hereford

HR1 2SP

James.hughes@herefordshire.gov.uk

[\(01432\) 26 0975](tel:01432260975)

Responses must be returned by returned by **26 August 2020** (21days)

Herefordshire Council Car Parking Charges Review 2020 – detailed charges

Note: concessions available are not outlined in this table.

	CURRENT CHARGES	PROPOSED CHARGES
HEREFORD	Includes Bank Holidays	Includes Bank Holidays
Friars Street	Mon to Sat (8am to 6pm) 2 hours - £1.40 4 hours - £2.40 All day - £4.00 Sun (8am to 6pm) 2 hours - £1.00 All day - £2.00	Work and Stay Mon to Sun (8am – 6pm only) Per hour - £1.00 All day - £5.00
Merton Meadow	Mon to Sat (8am to 6pm) 1 hour - £1.00 2 hours - £2.00 3 hours - £3.00 4 hours - £4.00 All day - £5.00 £4.00 all day (5am and 8am) Sun (8am to 6pm) 1 hour - £1.00 2 hours - £2.00 All day £3.00 6pm – 10pm 1 hour - £1.00 over 1 hour - £1.50 HGV / Lorries - £9.00	Work and Stay Mon to Sun (8am – 8pm) Per hour - £1.00 All day - £5.00 HGV / Lorries - £9.00
St Martins 2 Overflow	Mon to Sat (8am to 3pm) 1 hour - £1.20 2 hours - £2.20 All day - £3.00 Sun (8am to 3pm) 1 hour - £1.00 2 hours - £2.00 All day - £3.00 3pm – 10pm 1 hour - £1.00 over 1 hour - £1.50	Work and Stay Mon to Sun (8am – 8pm) Per hour - £1.00 All day - £5.00
St. Martins 1	Mon to Sat (8am to 3pm) 1 hour - £1.20 2 hours - £2.20 3 hours - £3.60 4 hours - £4.60 All day - £6.00 Sun (8am to 6pm) 1 hour - £1.00 2 hours - £2.00 All day - £3.00 3pm – 10pm 1 hour - £1.00 over 1 hour - £1.50	Work and Stay Mon to Sun (8am – 8pm) Per hour - £1.00 All day - £5.00
Bath Street Bus Station Garrick MSCP Greyfriars Union Walk	Mon to Sat (8am to 6pm) 1 hour - £1.20 2 hours - £2.20 3 hours - £3.60 4 hours - £4.60	Eat and Visit Mon to Sun (8am to 8pm) Per hour - £1.40 All day - £7.00

Venns Close Wye Street Town Hall (weekend only)	All day - £6.00 Sun (8am to 6pm) 1 hour - £1.00 2 hours - £2.00 All day - £3.00 6pm – 10pm 1 hour - £1.00 over 1 hour - £1.50	
Gaol Street West Street Maylord Orchards Shire Hall - (weekend only)	Mon to Sat (8am to 6pm) 30 mins - 70p 1 hour - £1.30 2 hours - £2.60 3 hours - £4.00 4 hours - £6.00 5 hours - £8.00 6 hours - £11.00 All day - £13.00 Sun (8am to 6pm) 30 mins - 60p 1 hour - £1.00 2 hours - £2.00 4 hours - £3.00 6 hours - £5.00 All day - £7.00 6pm – 10pm 1 hour - £1.00 All day - £1.50	Stop to Shop Mon to Sun (8am to 8pm) Per hour - £1.60
On Street Pay and Display	Mon – Sat (8am – 6pm) 30 minutes - 50p 1 hour - £1.00 2 hours - £3.00 Sun Free of Charge	Stop to Shop Mon – Sat (8am – 6pm) 30 minutes - £1.00 1 hour - £2.00 2 hours - £4.00 Sun Free of Charge
KINGTON	Includes Bank Holidays	Includes Bank Holidays
Mill Street	Mon – Sat (9am – 3pm) 1 hour - 50p 2 hours - £70p 3 hours - £1.10 4 hours - £1.30 All day - £1.60 Sun (9am – 3pm) 1 hour - 50p 2 hours - £1.00 All day - £1.50	Eat and Visit Mon – Sat (8am – 6pm) Per hour – 50p All day - £2.00 Sun Free of Charge
High Street Love Lane Market Hall Street	Free of Charge	Free of Charge
LEDBURY	Excludes Bank Holidays	Includes Bank Holidays
Bridge Street	Mon – Sat (8am – 6pm) 4 hours - £1.50 All day - £2.00 Sun Free of Charge	Work and Stay Mon to Sat (8am – 6pm) Per hour - £1.00 All day - £3.00 Sun Free of Charge

Lawnside Road	Mon – Sat (8am – 6pm) 1 hour - 70p 2 hours - £1.20 3 hours - £2.00 4 hours - £2.50 All day - £3.00 Sun Free of Charge	Eat and Visit Mon – Sat (8am – 6pm) Per hour – 80p All day - £4.00 Sun Free of Charge
Bye Street	Mon – Sat (8am – 6pm) 1 hour - 50p 2 hours - £1.50 3 hours (Max.) - £2.00 Sun Free of Charge	Eat and Visit Mon – Sat (8am – 6pm) Per hour – 80p 3 hours Max. stay Sun Free of Charge
St Katherines	Mon – Sat (8am – 6pm) 1 hour - £1.00 2 hours - £2.00 3 hours - £3.00 All day - £4.00 Sun Free of Charge	Stop to Shop Mon – Sat (8am – 6pm) Per hour - £1.00 All day - £6.00 Sun Free of Charge
LEOMINSTER	Includes Bank Holidays	Includes Bank Holidays
Broad Street	Mon to Sat (8am – 6pm) All day - £2.50 Sun All day - £1.00 HGV / Lorries - £2.50	Work and Stay Mon to Sat (8am – 6pm) Per hour - £1.00 All day - £3.00 Sun Free of Charge HGV / Lorries - £2.50
Dishley Street	Mon to Sat (8am – 6pm) 2 hours - £1.00 4 hours - £1.50 All day - £2.50 Sun All day - £1.00	Work and Stay Mon to Sat (8am – 6pm) Per hour - £1.00 All day - £3.00 Sun Free of Charge
Etnam Street	Mon to Sat (8am – 6pm) 1 hour - 50p 2 hours - 80p 4 hours (Max.) - £1.50 Sun All day - £1.00	Eat and Visit Mon – Sat (8am – 6pm) Per hour – 80p All day - £4.00 Sun Free of Charge
Central Area	Mon to Sat (8am – 6pm) 1 hour - £1.00 2 hours (Max.) - £1.50 Sun (8am – 6pm) All day - £1.00	Stop to Shop Mon – Sat (8am – 6pm) Per hour - £1.00 2 hours max. stay Sun Free of Charge
ROSS ON WYE	Includes Bank Holidays	Includes Bank Holidays
Edde Cross Street Kings Acre (Upper and Lower)	Mon to Sat (8am – 6pm) All day - £1.50 Sun (8am – 6pm) All day - £1.00	Work and Stay Mon to Sat (8am – 6pm) Per hour - £1.00 All day - £3.00 Sun Free of Charge

Kyrle Street	Mon to Sat (8am – 6pm) All day - £2.00 Sun (8am – 6pm) All day - £1.00	Work and Stay Mon to Sat (8am – 6pm) Per hour - £1.00 All day - £3.00 Sun Free of Charge
Wilton Road	Mon to Sat (8am – 6pm) All day - £1.00 Sun (8am – 6pm) All day - £1.00	Work and Stay Mon to Sat (8am – 6pm) All day - £1.00 Sun (8am – 6pm) Free of Charge
Corn Exchange Crossfields Red Meadow	Mon to Sat (8am – 6pm) 1 hour - £1.00 2 hours - £1.50 3 hours - £2.00 4 hours - £2.50 All day - £5.00 Sun (8am – 6pm) All day - £1.00	Eat and Visit Mon – Sat (8am – 6pm) Per hour – 80p All day - £4.00 Sun Free of Charge
The Maltings	Mon to Sat (8am – 6pm) 30 minutes - 60p 1 hour - £1.00 2 hours - £1.50 3 hours (Max.) - £2.50 Sun (8am – 6pm) All day - £1.00	Stop to Shop Mon – Sat (8am – 6pm) Per hour - £1.00 3 hours max. stay Sun Free of Charge

Car Parking Charges in Ledbury – Ward Member consultation

County Councillors have been asked to provide their feedback to Herefordshire Council on proposals that are being worked up to simplify and improve the car parking charging tariff across all the car parks in Herefordshire. As part of that process the Town Council has also been considering the proposals.

Please find below some information on what is being proposed for Ledbury and some questions I would welcome receiving feedback upon from the Traders' Association.

I understand that the Association has already been written to about this, however the email was sent to Mrs Crowe in her capacity as the ex-Chairman of the Traders Association. Consequently, I hope the Traders have already had the opportunity to consider these proposals in some detail and are able to provide me and the Town Council with a timely response.

The deadline for feedback to Herefordshire Council is 26 August, however the Town Council has been provided with an extension until 10 September. If the Traders have already provided their response direct to Herefordshire Council I would be grateful for a copy of that response for information.

Kind regards,

Cllr Liz Harvey

Town Councillor and Ward Member – Ledbury North
Cabinet Member – Finance & Corporate Services
25/08/2020

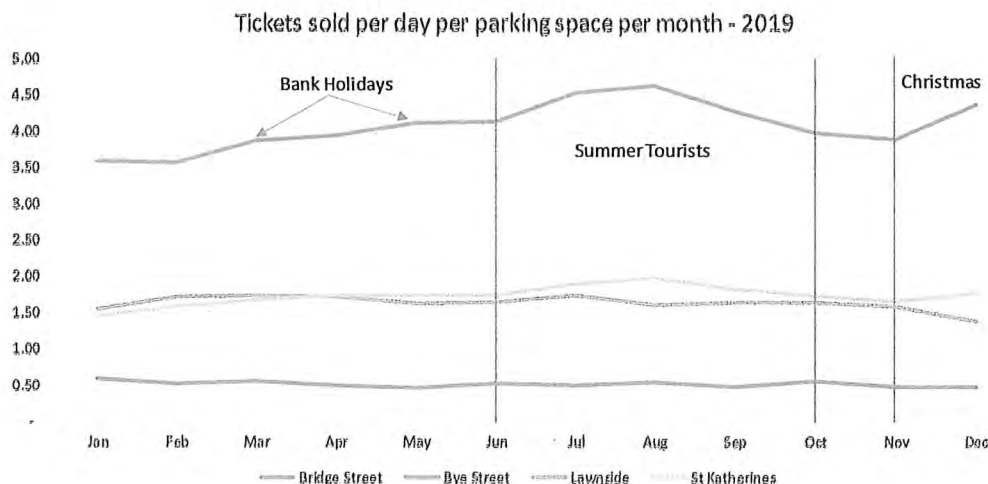
Current Position

The car parking charges in Ledbury have been at the current charging level since 2016. When they were last updated, I encouraged the Town Council to use the opportunity to engage positively in the consultation process and to try to get the best possible outcome for the local community by fitting the parking charges to the community's use of each car park. As a consequence of this work we achieved the following:

- **St Katherine's** car park was flipped from short stay to long stay with a charging incentive to encourage tourists and visitors to commit to stay all day in the town.
- **Bye Street** car park was flipped from long stay to short stay to tailor the car park for visitor and shopper use and was given a discounted charge for 1 & 2 hrs to encourage trips to the town centre.
- **Lawnside** was given a discounted charge for 1-2hrs to encourage people to use the community facilities of the Halo centre and the Community Hall, and a cheaper all-day tariff than at St Katherine's for commuters and locals wanting to stay for longer.
- **Bridge Street** was given a very cheap tariff to encourage use by commuters displaced from Bye Street and to offer locals and visitors a very cheap rate if they were prepared to walk slightly further to reach the town centre.

Looking at how current ticket sales vary across the year, the graph below shows that each space in the Bye Street car park is sold between 3.5 and 4.5 times per day with quite a significant variation pretty clearly linked to holiday periods.

St Katherine's and Lawnside have about the same space turn-over rates – between 1.5-2 sales per space per day, and there is only a slight variation across the year. In Bridge Street consistently only about half of the spaces are sold each day across the whole year.

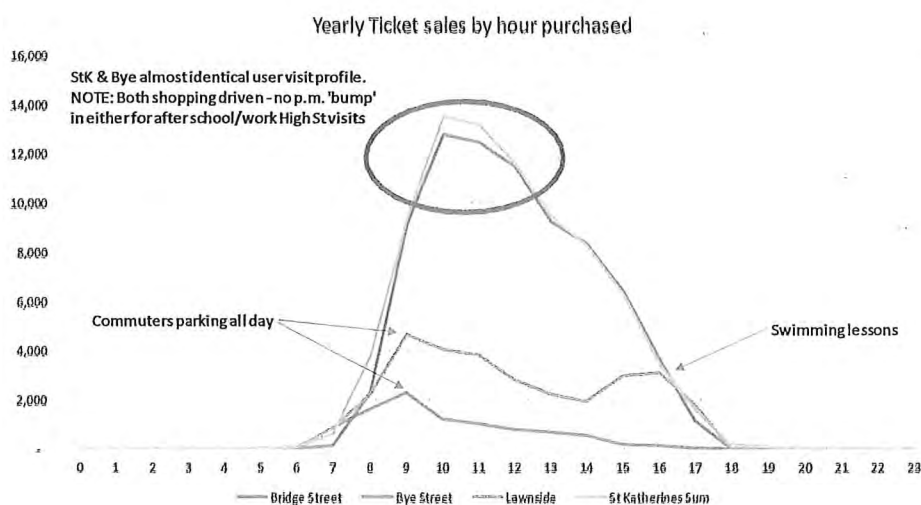


The following graph shows how many tickets are purchased across the year in each hour of the day.

Bye Street and St Katherine's both have very similar ticket purchase profiles ramping from 07:00 to peak around 10:00 with sales tailing off slightly less steeply over the afternoon.

Lawnside and Bridge Street both show morning peaks for all-day commuter use at around 09:00. Lawnside has a slightly more complex use profile showing strong use across the morning – possibly from people using the Community Hall as well as the Halo facility and then having a second increase in ticket purchases around the time children use the pool facility for swimming lessons.

Overall analysis of the car park ticket sales show that community use of our car parks is broadly as intended when the changes were made to the parking tariffs back in 2016



The net income (after deductions for parking enforcement and car park operating costs) from car parking is used across the county to pay for a range of transport related local services which include:

- Subsidy of public bus services and 'Choose How You Move' services
- Footpath and cycleway maintenance
- Road maintenance: potholes, white-/yellow-lining, improved signage, grit bins and salting
- Water management: gully clearing, drainage, street cleaning

The priority for the use of this funding has been determined at county level. However, there is an opportunity for greater local input and even for income to be shared with Town Council's to support local service delivery.

2020 Proposed Changes

After 6 years of static charges, Herefordshire Council is now looking to update the car park charges across the county. The update is aiming to do a number of things:

- Simplify charging tariffs across the county
- Create a set of colour-coded charging schemes to help users to more easily navigate to car parks whose charging tariffs match their needs.
- Agree concessions throughout the year and at Christmas which meet local shopping needs and preferences.
- Prepare the car parks to take advantage of improvements in automated and cashless payment technology which will shortly become available

Forthcoming improvements to digital functionality include:

- Reduction in service charge for RingGo from 36p/transaction to 16p
- Pay for what you use – visitors will no longer need to decide the length of their stay up-front
- Season-ticket style discounts for shorter periods – pay for a week's parking or a month's parking at a discount.
- Digital management of parking passes and Residents' Parking Zones.

An example of a revised charging scheme for Ledbury is given below. For Ledbury this would also continue to include free parking after 18:00 and on Sundays and free parking on the day our Christmas Lights are switched-on.

	2016 Charges				Inflation Adj since 2016				Proposed By HC			
	St Katherine's	Lawnside	Bye St	Bridge St	St Katherine's	Lawnside	Bye St	Bridge St	St Katherine's	Lawnside	Bye St	Bridge St
Monday to Saturday 8am to 6pm excluding Bank Holidays	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost
Up to 1 hour	£1.00	£ 0.70	£ 0.50		£1.12	£0.78	£0.56		£1.00	£0.80	£0.80	£1.00
Up to 2 hours	£2.00	£1.20	£1.50		£2.24	£1.34	£1.68		£2.00	£1.60	£1.60	£2.00
Up to 3 hours	£3.00	£2.00	£2.00		£3.36	£2.24	£2.24		£3.00	£2.40	£2.40	
Up to 4 hours		£2.50		£1.50		£2.80		£1.68	£4.00	£3.60		
Up to 24 hours	£4.00	£3.00	N/A	£2.00	£4.48	£3.36	N/A	£2.24	£5.00			
Sunday												
All day	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free
Season tickets												
Season ticket per year	£500	£375	N/A	£250			N/A				N/A	
Season ticket per quarter	£130	£100	N/A	£70			N/A				N/A	
Additional car park information												
Total spaces	130	58	72	52	130	58	72	52	130	58	72	52
Disabled spaces	5	3	2	2	5	3	2	2	5	3	2	2
Coach spaces	0	0	0	0	0	0	0	0	0	0	0	0
Motorcycle bays	1	1	1	2	1	1	1	2	1	1	1	2
Electric vehicle charging bays	2	N/A	N/A	N/A	2	N/A	N/A	N/A	2	N/A	N/A	N/A
Pay and display machines	2	1	1	0	2	1	1	0	2	1	1	0
Short or long stay	Long	Long	Short	Long	Long	Long	Short	Long	Long	Long	Short	Long

Alternative proposals can be made and are welcomed by Herefordshire Council.

The detail of what is being proposed across the whole county is provided in the attached files for your information. This information was provided to the Traders Association via Mrs Crowe at the beginning of August.



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Appendix 1__Com
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Questions for Traders:

1. Would you prefer for car park tariffs to become linear – i.e. each hour costs the same; or remain variable – i.e. are more expensive (or cheaper) by the hour depending on length of stay?
2. Do you think that Bye Street and Lawnside should retain different tariffs, or are there benefits to their tariffs being aligned?
3. If a car park were to have a regular concession apply (3hrs for price of 1hr) on a particular week-day (Mon-Fri) which day would be best for Ledbury?
4. Would a seasonal concession be welcome? Yes/No
If yes, what time of year would be best? E.g. would a concession through December be preferred, or in January when car park usage dips, or some other time?

What sort of seasonal concession would be most useful? E.g. parking free after 12 on every Wednesday through to Christmas; parking free after 15:00 2-days a week through to Christmas

5. Would you support some of the net car park income staying local to Ledbury with its spend directed by the Town Council?
6. Would you support higher parking charges if this meant more net income was available to support local service delivery?
7. Would you support moving the Tuesday/Saturday Charter Market stalls onto a widened pavement to recreate ~200 additional free parking spaces per week in the High Street?

Monday to Saturday 8am to 6pm	2016 Charges				Inflation Adj since 2016				Inflation Adj until 2022				St Katherine's						Lawnside					Bye Street					Bridge Street				
	St Katherine's	Lawnside	Bye St	Bridge St	St Katherine's	Lawnside	Bye St	Bridge St	St Katherine's	Lawnside	Bye St	Bridge St	Linear (HC)	All day jump	All day bargain	2022	Gain-share	New	Linear (HC)	Short stay discount	2022	Gain-share	New	Linear (HC)	Pop discount/2022	Pop discount/StK	Gain-share	New	Hi Short/Low Long (HC)	Low half/all day	Low all day	New	
	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	Cost	
Up to 1 hour	£1.00	£ 0.70	£ 0.50		£1.12	£0.78	£0.56		£1.24	£0.87	£0.62		£1.00	£1.00	£1.00	£1.25	£1.50		£0.80	£0.80	£1.00	£1.00		£0.80	£0.50	£0.50	£1.00		£1.00				
Up to 2 hours	£2.00	£1.20	£1.50		£2.24	£1.34	£1.68		£2.48	£1.49	£1.86		£2.00	£2.00	£2.00	£2.50	£3.00		£1.60	£1.30	£1.50	£2.00		£1.60	£1.50	£1.50	£2.00		£2.00				
Up to 3 hours	£3.00	£2.00	£2.00		£3.36	£2.24	£2.24		£3.72	£2.48	£2.48		£3.00	£3.00	£3.00	£3.75	£4.50		£2.40	£2.40	£2.50	£3.00		£2.40	£2.50	£3.00	£3.00						
Up to 4 hours		£2.50		£1.50		£2.80		£1.68		£3.10		£1.86	£4.00	£4.00	£4.00	£5.00	£6.00		£3.60														
													£5.00																				
Up to 24 hours	£4.00	£3.00	N/A	£2.00	£4.48	£3.36	N/A	£2.24	£4.96	£3.72	N/A	£2.48	£6.00	£6.00	£5.00	£6.00	£6.00		£4.00	£3.50	£3.70	£4.00		N/A	N/A	N/A	N/A	N/A	£3.00	£2.00	£1.50		
Sunday																																	
All day	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	
Season tickets																																	
Season ticket per year	£500	£375	N/A	£250			N/A				N/A													N/A	N/A	N/A	N/A	N/A					
Season ticket per quarter	£130	£100	N/A	£70			N/A				N/A													N/A	N/A	N/A	N/A	N/A					
Additional car park information																																	
Total spaces	130	58	72	52	130	58	72	52	130	58	72	52	130	130	130	130	130	130	58	58	58	58	58	72	72	72	72	72	52	52	52	52	
Disabled spaces	5	3	2	2	5	3	2	2	5	3	2	2	5	5	5	5	5	5	3	3	3	3	3	2	2	2	2	2	2	2	2	2	
Coach spaces	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Motorcycle bays	1	1	1	2	1	1	1	2	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	2	2	
Electric vehicle charging bays	2	N/A	N/A	N/A	2	N/A	N/A	N/A	2	N/A	N/A	N/A	2	2	2	2	2	2	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Pay and display machines	2	1	1	0	2	1	1	0	2	1	1	0	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	0	0	0	0	
Short or long stay	Long	Long	Short	Long	Long	Long	Short	Long	Long	Long	Short	Long	Long	Long	Long	Long	Long	Long	Long	Long	Long	Long	Long	Short	Short	Short	Short	Short	Long	Long	Long	Long	