

Executive Summary

This report presents the findings of the public engagement undertaken by Shropshire Council on proposals to refresh the Bridgnorth Residents' Permit Parking Scheme. The purpose of the engagement was to gather views from residents, businesses, local organisations, visitors and others affected by the proposals before the development of any subsequent scheme design and statutory consultation. In particular, it sought feedback on replacing the existing street-based permit arrangements with three larger parking zones, introducing digital permits and creating a simpler and more consistent approach to resident parking across Bridgnorth.

The engagement included an online survey, paper surveys entered onto the online platform, written correspondence and a day-long face-to-face session at Castle Hall. The extended survey period generated **258 responses**, equivalent to approximately **2.1% of Bridgnorth's population of 12,079 recorded in the 2021 Census**. Most participants identified themselves as Bridgnorth residents, and the respondent profile included strong representation from existing permit holders, older people and households with two vehicles.

The findings provide valuable evidence about the experiences and priorities of those who took part, particularly people who currently use, or are likely to be directly affected by, resident parking arrangements. However, the results should not be interpreted as representative of the views of Bridgnorth's entire population. Participation was self-selecting, the overall response represented a relatively small proportion of the town's population, and some demographic groups and geographic areas were more strongly represented than others. The face-to-face feedback was also based on officers' retrospective reflections, as notes were not taken during the session, and attendance was concentrated among residents from particular streets and areas, especially within the proposed Blue Zone.

Across the survey, written submissions and face-to-face discussions, opposition to the proposed three-zone model was the predominant view. Of the 246 respondents answering the overall support question, **55% did not support the proposed refresh**, 21% supported it and 24% were unsure or had mixed feelings. Similarly, 52% of the 211 respondents answering the specific question about the three-zone arrangement disagreed with that approach. The most consistent concerns related to increased competition for a fixed number of parking spaces, reduced ability to park close to home, accessibility for older and disabled residents, displacement into neighbouring streets, traffic, congestion, air quality, road safety and the perceived lack of sufficient evidence explaining the case for change.

A smaller but notable group supported elements of the proposals. These respondents considered the existing arrangements fragmented or unfair and welcomed the possibility of greater parking flexibility, more consistent administration, stronger enforcement and access to permits for streets not currently covered. Digital modernisation attracted support among both supporters and opponents of the wider proposal, although respondents also emphasised the importance of maintaining telephone, assisted and other non-digital options.

Overall, the engagement demonstrates that resident parking is closely connected to accessibility, independence, safety and quality of life for those who responded. Although the findings cannot be generalised to every Bridgnorth resident, the consistency of themes across the different engagement methods provides a clear account of the concerns and priorities expressed by participants. The feedback indicates that any further development would benefit from additional evidence on parking capacity and demand, continued and more widely promoted engagement, consideration of localised or alternative approaches, and clear communication about how residents' views have influenced subsequent decisions.