

Bridgnorth Residents Parking Proposal Consultation

Feedback Report

August 2026



1 Background

Residents Permit Parking Schemes have operated within Bridgnorth for many years and have evolved incrementally through a series of individual street schemes and groups of streets. Whilst these arrangements have provided valuable parking amenity for residents, they have resulted in inconsistencies in permit entitlement, scheme administration, and parking opportunities across the town.

Significant work has previously been undertaken to review the existing arrangements, including informal consultation, formal consultation, parking surveys and engagement with local members. Since the previous proposals and engagement exercises in 2022, there have been a number of significant changes to Bridgnorth, including political administration, development on the town's periphery, and in the public requests for parking management.

Considering the feedback received as part of the 2022 proposals, Shropshire Council's 2026 proposal seeks to replace the existing collection of street-based permit schemes with three core resident parking zones across Bridgnorth. This proposed approach is suggested to provide greater flexibility for residents, improve utilisation of available on-street parking space and create a simpler and more consistent parking framework. As part of the proposals a new digital permit system is recommended for implementation.

To inform the review and subsequent designs and statutory consultation, Shropshire Council carried out a public consultation on a revised Residents Permit Parking Scheme in Bridgnorth. Parking for residents, businesses and shoppers is strained on these narrow, historic streets and early feedback suggested a re-think is required on how space is allocated to ensure fair and equitable parking provision.

The consultation ran from Friday 10th July until 5pm on 31st July 2026, the final opportunity to engage before the beginning of the Summer holiday period where anticipated levels of engagement would be impacted.

After feedback that the online survey had not worked as planned, and had not allowed people to complete it up to the promoted time of 5pm on the 31st July, the online survey was reopened and ran until midnight on 10th August. This additional time was provided to ensure that any respondents who were unable to give their opinions previously, had adequate response time.

There was also a day-long in-person session hosted at the Castle Hall, attended by Shropshire Council employees, and representatives of WSP, West Mercia Police and elected councillors. There was a press release about the sessions, which was shared by Councilors, as well as a link on the Get Involved website alongside the survey.

The consultation was also available in alternative formats, either by getting in touch with the Feedback and Insight team via email or post, or by calling the Customer Service team for support in completing.

This report describes the survey findings within 6 main sections:

- **Section 1: Background** (this section) provides an overview of the survey and how it was promoted.
- **Section 2: The Proposal** considers an overview of the proposal concerning the refresh of the residents parking scheme.
- **Section 3: Respondents** covers those engaged within the online survey and other communications to provide context to the feedback and understand whether the response is representative of the wider community.
- **Section 4: Face to face engagement** reflects on the feedback from the town meeting held for residents.
- **Section 5: Recommendations** provides recommendations for future consultations or service alterations based on the feedback in this report
- **Section 6: Summary and Conclusion** provides a brief summary and conclusion based on the overall analysis of the feedback received.

2 The Proposal

Overview

Residents Permit Parking Schemes have operated within Bridgnorth for many years and have evolved incrementally through a series of individual street schemes and groups of streets. Whilst these arrangements have provided valuable parking protection for residents, they have resulted in inconsistencies in permit entitlement, scheme administration, and parking opportunities across the town.

Significant work has previously been undertaken to review the existing arrangements, including informal consultation, formal consultation, parking surveys and engagement with local members.

The 2026 proposal seeks to replace the existing street-based permit schemes with three core residents parking zones across Bridgnorth to improve parking management to improve flexibility and provide a simpler parking framework. This approach would provide greater flexibility for residents, improve utilisation of available on-street parking space and create a simpler and more consistent parking framework. The proposal also presents an opportunity to address area currently located between existing schemes, where residents experience parking pressures but receive limited or no resident parking amenity.

Previous feedback received identified some residents concerns regarding a previously proposed one-permit-per-household model. Whilst parking capacity assessments indicate that all areas would support only one permit per household based upon available ratio of properties divided by available highway space, the Council's Resident Parking Policy provides flexibility for a two-permit scheme where local members support the approach and more than 51% of residents favour it.

Shropshire Council recognises that many households rely on more than one vehicle due to employment, shift work, caring responsibilities, and modern travel patterns. In practical terms, parking demand fluctuates throughout the day and week, meaning available capacity often exists despite theoretical parking demand exceeding available space.

The review also provides an opportunity to modernise the current paper permit system. The existing arrangements are resource-intensive, vulnerable to misuse and increasingly costly to administer. Moving to a digital permit platform would reduce fraud, improve customer service, increase enforcement efficiency, and release officer resources to focus on other priorities.

Shropshire Council believes the proposed changes represent a balanced and practical solution that reflects policy requirements, resident feedback, parking demand and operational efficiency.

Proposed Zonal Scheme

Shropshire Council proposes replacing the collection of individual street-based schemes with three core permit parking zones. This approach would:

- Simplify scheme administration.
- Improve consistency across Bridgnorth.

- Provide greater flexibility for residents.
- Support more efficient enforcement.
- Improve equality and utilisation of available parking spaces.

St Leonards Steps

St Leonards Steps occupies a unique position between two proposed permit zones, defined by its limited access, including steps and incline. Recognising this circumstance, Shropshire Council proposes that residents of St Leonards Steps be permitted to select one of the surrounding zones that best suits their individual needs and parking requirements. This flexible approach acknowledges the location of the street/steps whilst maintaining the integrity of the wider permit parking scheme.

The consultation also provided FAQ which are seen here as a reminder.

How the Scheme Would Work

1. What is a resident parking scheme?

A resident parking scheme uses parking restrictions and permits to manage on-street parking in a defined area. During the controlled hours, vehicles normally need a valid permit, visitor permit or exemption to park in marked permit bays or within the signed permit zone.

2. Does a permit guarantee a parking space?

No. A permit allows a vehicle to park within the relevant permit area where space is available, but it does not guarantee a space outside a particular property or on a specific street.

3. What days and times would the restrictions apply?

The days and times have not yet been proposed. These may be designed to address specific parking pressures, such as all-day commuter parking, school-related parking or evening and weekend demand.

4. Which streets would be included?

The consultation plan illustrates the proposed scheme boundary and the streets included. The final area may be amended following consultation if evidence shows that changes are needed to reflect local parking patterns, access needs or displacement risks.

About the Consultation

5. Why is a resident parking scheme being considered?

A resident parking scheme is being considered because concerns have been raised about parking pressure in the area. This may include long-stay commuter parking, parking linked to nearby shops, schools, workplaces, or difficulty for residents and their visitors finding a space close to their home.

6. What is the purpose of the consultation?

The consultation is an opportunity for residents and businesses within the identified areas to comment on whether parking controls are needed, what type of controls may be appropriate, which streets should be included, and what days and times any

restrictions should apply. No final decision will be made until consultation responses have been reviewed.

7. My street already has a resident parking scheme. Will that change?

The proposal is to remove the current scheme and introduce three new zones. This will allow the council to operate the schemes more effectively and will allow residents the opportunity of a wider area to park within. All properties within a current scheme would still be part of a residents parking scheme.

8. Who can take part in the consultation?

Residents, businesses, local organisations, visitors and anyone else who may be affected by the proposals can take part. Particular weight will usually be given to the views of people living or operating within the proposed scheme area, as they are most directly affected.

Permits and Eligibility

9. Who would be eligible for a resident permit?

Eligibility would normally be limited to residents living within the approved scheme area who can provide proof of address and vehicle ownership, use or responsibility. Full eligibility criteria would be confirmed before any scheme is introduced.

10. How many permits could each household apply for?

Residents will be able to apply for a maximum of 2 permits per household. Permits will only be issued against vehicles registered to the property.

11. How much will permits cost?

Resident permits will change from paper to a virtual permit. The cost will be £100 per permit.

12. How would visitor parking work?

Each property will be eligible for up to 200 hours per annum. This allows residents to create visitor stays in one-hour segments to meet their individual needs.

13. What about carers, health workers or support services?

Arrangements for carers, medical professionals and support workers would be considered as part of the scheme design. Depending on local policy, this may include visitor permits, essential user permits or other exemptions.

14. Do Blue Badge holders need a permit?

Blue Badge parking rights depend on the type of restriction and local scheme rules. The consultation material should explain how Blue Badge holders would be accommodated, including whether a permit is required for parking in resident permit bays.

15. What if I have a company vehicle, lease vehicle or hire vehicle?

Residents using company, lease or hire vehicles may still be able to apply for a permit, subject to providing suitable evidence that the vehicle is kept and used by the resident at the eligible address.

Costs, Enforcement and Fairness

16. Would residents have to pay for permits?

Permit charges, if applicable, would be set in accordance with the council's approved fees and charges. Charges are typically used to help cover the cost of administering, operating and enforcing the scheme.

17. Is the scheme intended to make money?

No. The purpose of a resident parking scheme is to manage parking demand and improve access for residents and their visitors. Any permit income and enforcement income must be managed in line with relevant legislation and council policy.

18. How would the scheme be enforced?

If introduced, the scheme would be enforced by civil enforcement officers. Vehicles parked in contravention of the restrictions during controlled hours may receive a Penalty Charge Notice.

19. What happens to parking on nearby streets?

Parking controls can sometimes move parking pressure into neighbouring streets. The consultation will consider whether the proposed area is appropriate and whether any changes are needed to reduce the risk of displacement.

Decision-Making and Next Steps**20. How will consultation responses be used?**

Responses will be reviewed alongside, safety considerations, access requirements, equality considerations, deliverability and council policy. The outcome may be to proceed, amend the proposal, carry out further engagement or not progress the scheme.

21. Will there be another opportunity to comment?

If the council decides to progress the scheme, a formal statutory process will be required before restrictions can be introduced. This would include publication of a Traffic Regulation Order proposal and a further opportunity to submit representations or objections.

However, the purpose of an informal consultation and workshop is to try and ascertain any concerns or questions to mitigate any problems at the time of formal consultation.

22. When would the scheme be introduced?

A final decision on whether the proposed scheme is introduced will not be made until the consultation has been completed, responses have been considered, and the statutory process (also known as the formal consultation) has been undertaken. If a decision is made to proceed with the implementation of the proposed scheme, residents would be given information on permit applications, start dates and enforcement arrangements before the scheme begins.

23. How can I respond to the consultation?

Details of how to respond will be provided in the consultation materials. This may include an online survey, written response, email address or postal option. Responses should be submitted by the stated deadline so they can be considered

before any decision is made.

The proposal text and frequently asked questions shown above were designed to provide as much clear information as possible to allow local residents and other stakeholders to provide their feedback as part of the public consultation. The next section of the report provides information about the public consultation participants, for context, followed by a summary of the feedback that was provided.

3 Respondents

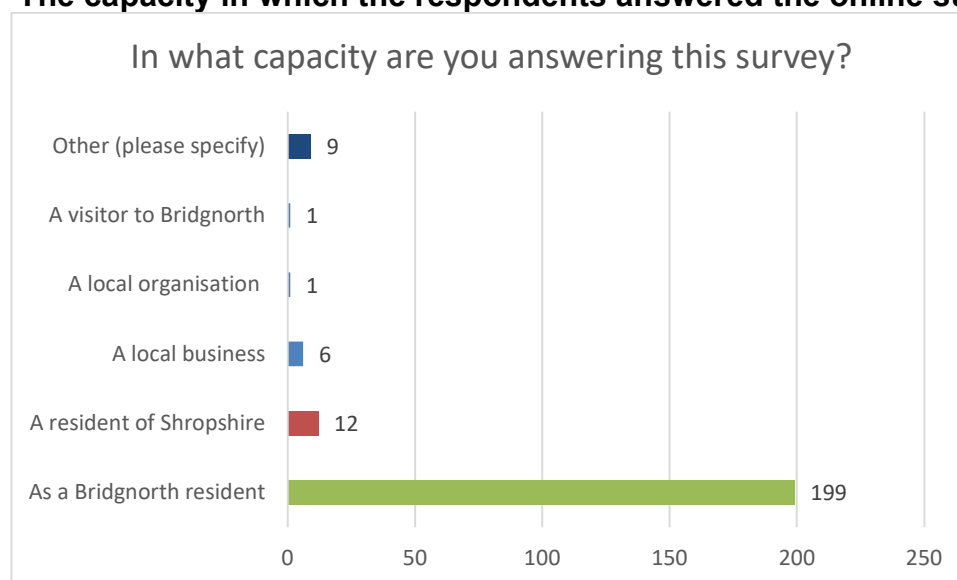
A total of 258 responses were received at the conclusion of the extended engagement period. During the original engagement period, 243 responses were submitted through the online portal, alongside 13 additional surveys received and manually entered onto the Survey Monkey portal. Following a further extension, this increased to 258 as a total.

Acknowledging that the responses received equate to 2.1% of Bridgnorth's population, 12,079 (according to 2021 Census data) and as such might present some gaps in representation. Compared to the 2022 Engagement, where 459 respondents were recorded, this equates to a reduction of 1.7% between engagement levels. The decline in number of respondents on this survey might be explained by the period of time they had to complete the survey and the promotion and knowledge of the survey. These gaps could potentially be rectified within the recommendations section. This section will focus on the views and opinions of the 258 residents who completed the survey.

The survey asked for some non-identifying personal details around the characteristics of the respondents and though these questions featured towards the end of the survey, they are being analysed here first to understand if the comments made are representative of the community as a whole and to offer insights into why the respondents have commented as they have done.

Though the survey was predominantly designed for the residents and visitors of Bridgnorth, it was open to wider public to comment and Figure 1 will show in what capacity people answered the survey.

Figure 1 – The capacity in which the respondents answered the online survey



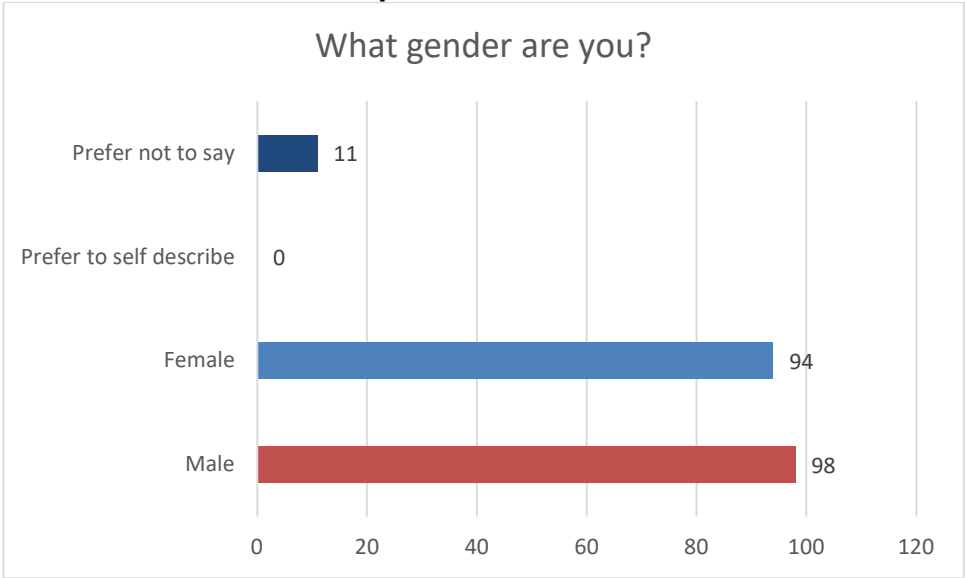
It is encouraging to see that overwhelmingly (69%) the respondents were answering as Bridgnorth residents as the proposal affects them, and in order to achieve a correct decision regarding resident parking, Shropshire Council needs the views of those that have lived experience. The respondents could choose any that applied, so there are a small number who have also chosen that they are a resident of Shropshire, a local organisation or a local business. Choosing those options does not mean that they are not

a Bridgnorth resident as well. The only choice that is different was for those respondents who were answering as visitors to Bridgnorth, which one person selected. This is not to be dismissed as the proposal does affect visitors, though to a lesser extent. Where 9 respondents chose ‘Other’, they specified:

- Town Councillor (2)
- Resident and local business (3)
- Resident (1)
- Holiday Let owner (2)
- [name redacted] (1)

There is a closely even number of men and women answering this survey as Figure 2 demonstrates.

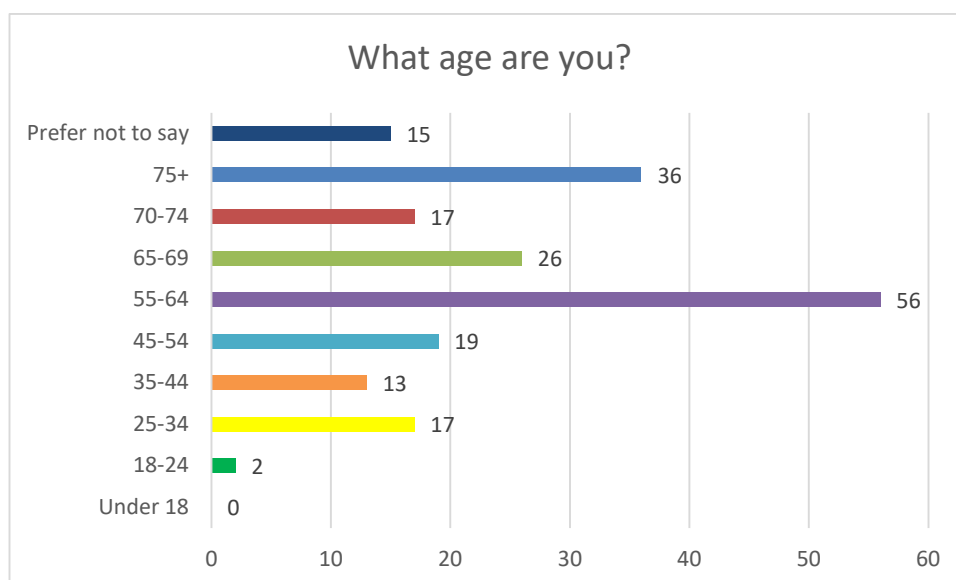
Figure 2 – Gender of the online respondents



As Figure 2 shows most of the respondents were male; 48% and 46% were female. There were 5% who preferred not to say but overall, this shows a good level of engagement from both male and females.

It was important to determine the ages of the respondents because this would help inform how any decisions might impact different age groups and whether the views expressed were representative of Bridgnorth’s demographic.

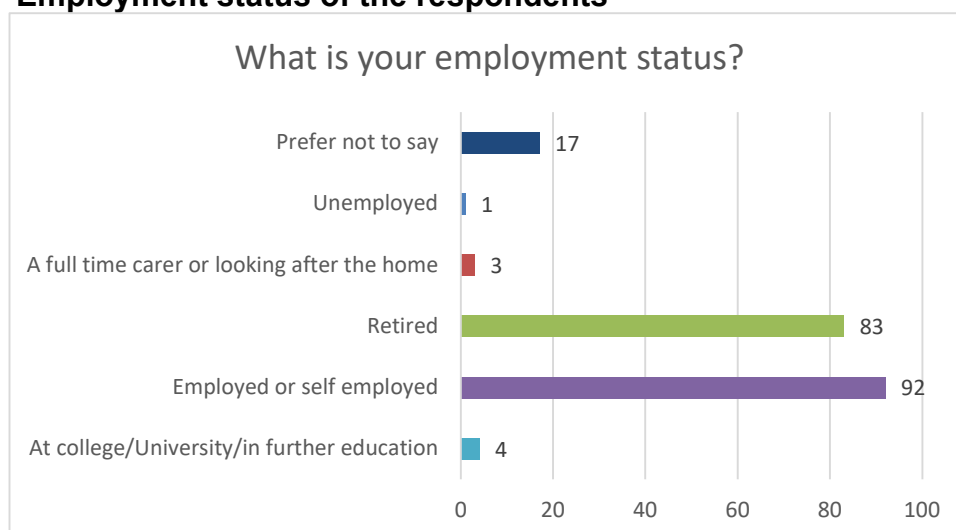
Figure 3 –Age ranges of the online survey respondents



There is a mixture of ages represented in Figure 3, but the majority of respondents reside in the 55-64 age group and then the 75+ age range. There are more responses for the age groups of 55- 75+ (135 responses) collectively than the younger age ranges; 51 responses. This strongly aligns with the demographic of Bridgnorth; being made up of older residents, and of Shropshire's demographic overall. There were 15 respondents who preferred not to say, but the total number of people who chose to state their ages (186 responses) is a good level of engagement.

The age ranges also align with the responses of whether respondents were employed or not. In total there were 200 responses, with 46% being employed or self-employed and 42% being retired. As much of Bridgnorth's demographic are older residents, being retired support this, as does the fact that 28% are of the 55-64 age range which is still employment age.

Figure 4 – Employment status of the respondents

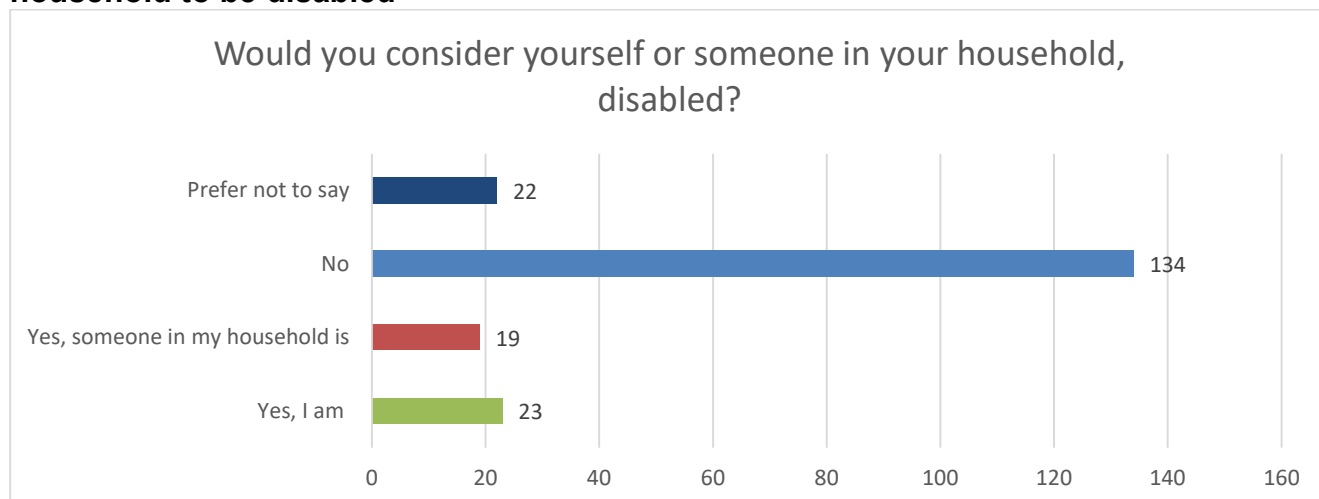


The respondents were asked their ethnic origin and of the 200 responses, 87% were white of British origin. 13% stated they preferred not to say and there were 2 responses that stated they were of mixed ethnic origin. The fact that the respondents were overwhelmingly white British further aligns with Bridgnorth's and Shropshire's

demographic.

The survey then asked whether the respondents considered themselves or somebody in their household, disabled under the Equality Act. There were 198 responses in total and Figure 5 will show the results in full.

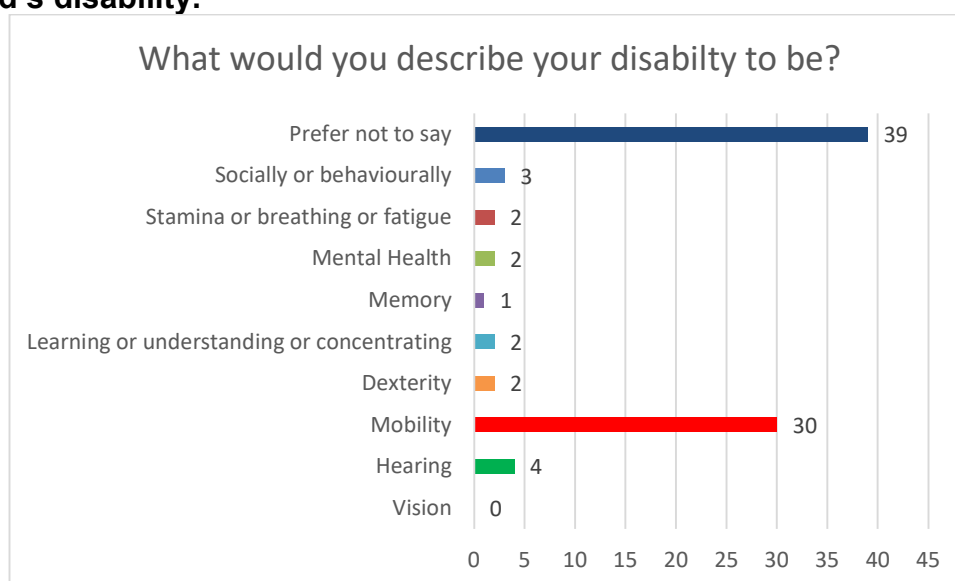
Figure 5 – Whether the respondents consider themselves or someone in their household to be disabled



As Figure 5 demonstrates, overall, the respondents do not consider themselves disabled with 68% of responses stating no. There were 12% who considered themselves disabled, 10% who considers someone in their household as disabled and 11% who preferred not to say.

There were 85 responses to the next question that asked the respondents to describe their, or the person in their household's, disability. Figure 6 will show that 46% preferred not to say but after that response, 35% stated that mobility formed their disability.

Figure 6 – Description of the respondents or someone in the respondent's household's disability.



The respondents were then asked whether they considered themselves an unpaid carer, a carer being someone who spends a significant proportion of their time providing unpaid

support to a family member, partner or friends who is ill, frail disabled or has mental health or substance misuse problems.

Figure 7 – Proportion of respondents who consider themselves to be an unpaid carer

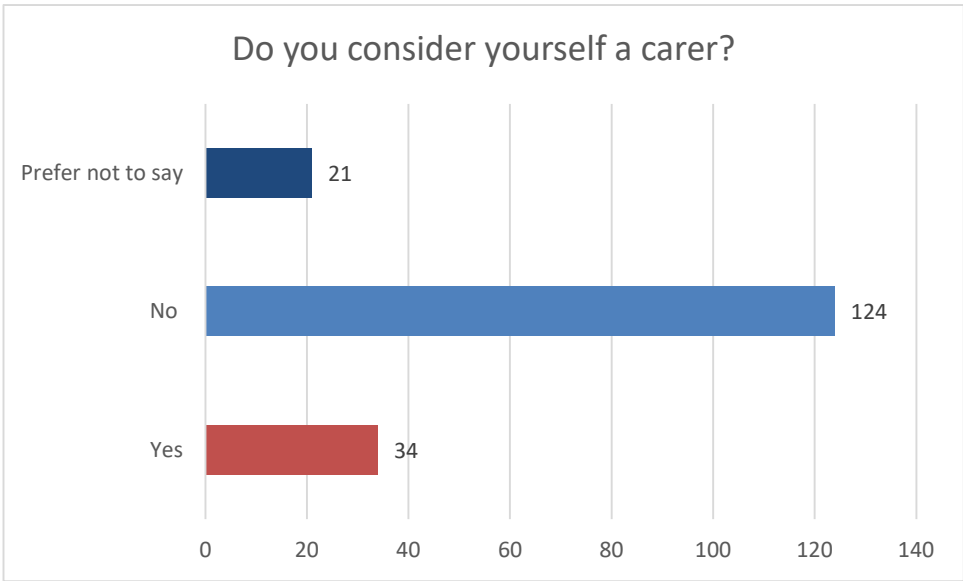


Figure 7 demonstrates that 69% stated that they did not consider themselves a carer, 19% did consider themselves a carer and 12% preferred not to say.

The above questions on disability and whether they considered themselves a carer are important to ask; firstly, because it is useful to see a full picture of the demographic and community of Bridgnorth and their representation; and secondly because the survey asks for any considerations as to why the proposal would affect the respondents, and understanding local needs is an important part of the process for designing local services such as parking schemes.

Protected characteristics

The next question sought to get a fuller picture of any of the respondents who belong to any of the protected characteristics and who wanted to comment under that status on the proposal. There were 27 responses of mixed meaning with several ‘no comment’ statements which will not feature here. Overall, respondents stressed the need for any future parking arrangements to carefully consider accessibility requirements and ensure that changes do not disproportionately affect those who rely on convenient parking due to health, disability or caring responsibilities.

Those comments are shown below:

- *Poor mobility. Arthritic hips and low back. Only able to walk short distances, sometimes needing a stick.*
- *As an expectant parent, being able to park close to my home is particularly important. Expanding permit areas without increasing parking availability could mean having to park much further away, making it more difficult to carry a baby, pram, shopping and other essentials. I also experience mental health difficulties, and the additional stress and uncertainty of finding parking close to home would have a significant impact on my wellbeing. I would ask the council to ensure the*

needs of pregnant residents, new parents and others with protected characteristics are fully considered when designing resident parking schemes.

- I often have to visit my son who has medical problems, I need to go in and out of my drive when I am needed. I find it very difficult to leave my driveway when inconsiderate people park opposite my drive already.*
- I feel that I need to be able to park close to my home. To have to search for a place to park over the large proposed area is not an option for me. To have to walk from St Marys, Listley Street or even Sainsburys would be a killer. Sorry but I really do need to be able to park near my home.*
- I need to be able to park near my home, if I am in St Mary's, Listley Street or even West Castle Street It's too far for me at present and I need assistance.*
- Proposals for carers, those needing visitors and blue badge holders not clear.*
- As a gay man of "senior years" I never benefitted from the more recent liberalisations and openness which younger people now expect and often experience. The inflexibility of this scheme does not recognise a situation such as long-term friends who live apart but often visit and stay for a period of time. I do not support it.*
- Disabled and in receipt of the higher rate of PIP for mobility.*
- Disabilities of any kind should always be considered as part of a Residents Parking Only Scheme.*
- Disability: ADHD, Fibromyalgia.*
- We currently rarely have any difficulty parking near to our house. By changing street specific permits to zonal ones will cause us issues due to my husband's disability - if we were unable to park by our house using other roads in the zone would not be acceptable.*

The responses come from mainly male Bridgnorth- based respondents of the 55-64 age range. The respondents are either mostly employed, self-employed or retired and do not consider themselves disabled or an unpaid carer. These characteristics now give some further context to the responses in the main survey feedback.

Main consultation feedback

The survey started with asking how many vehicles people had in their household and from the 253 responses, 51% of people had 2, 40% had 1 and 7% had 3 or more.

Figure 8 – How many vehicles are in respondents’ households.

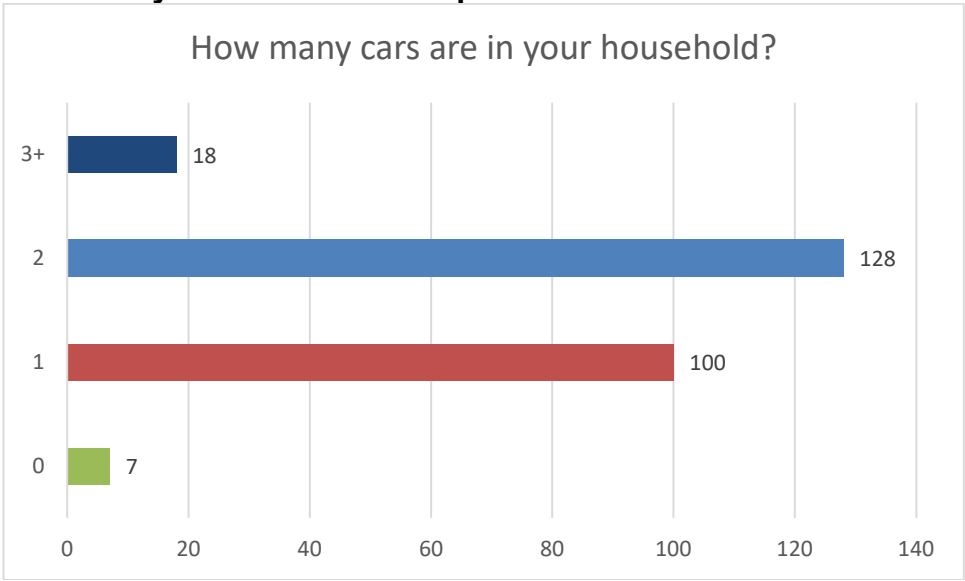
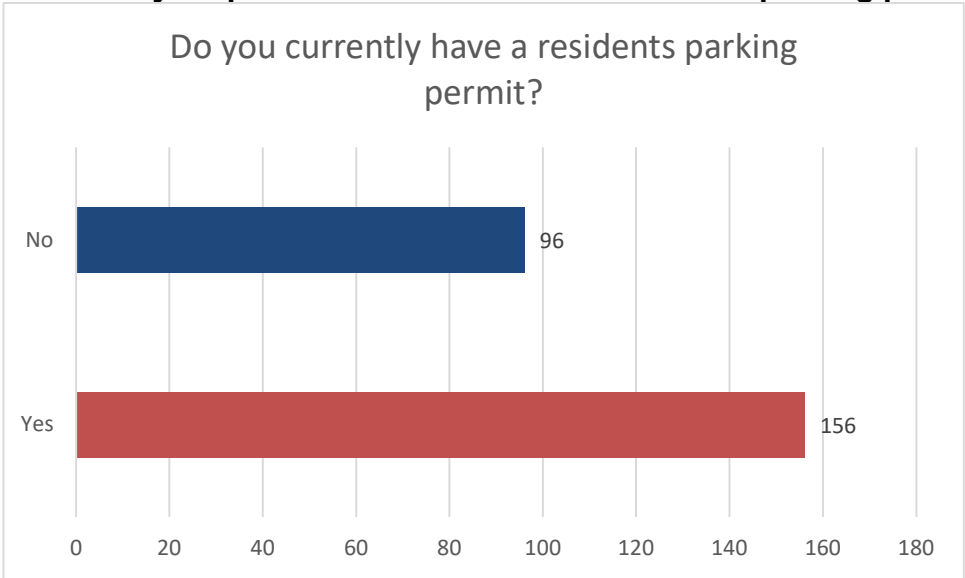


Figure 8 also shows that 3% stated they had no cars in the household, which whilst the proposal refreshes the residents parking, it will also affect visitors parking so the fact that there are no cars in a household gives a different perspective and is as valuable as those that have cars in their households.

The respondents were then asked if they currently had a residents parking permit. There were 252 responses and Figure 9 will show that 62% of the respondents do have a permit currently.

Figure 9 – How many respondents have a current residents parking permit



It is important that the people who have permits currently answer the survey as they are the ones who will be impacted first. That does not mean that the 38% of people who answered that they did not have a permit do not provide valuable information. As mentioned previously, the proposal may also affect the wider character of Bridgnorth and visitor parking arrangements. As such, comments reflecting a broader community perspective are welcomed. The survey moved the respondents who answered no to the question 'do you currently have a residents permit', to question 4 'do you have access to

any other off-street parking spaces' as this might be a reason why they don't have a permit.

If the respondents answered yes to the permit, they were then directed to the question of how many permits they have. It is positive to see that the 156 people who answered that question also answered this question.

Figure 10 – How many permits are in the respondent's household

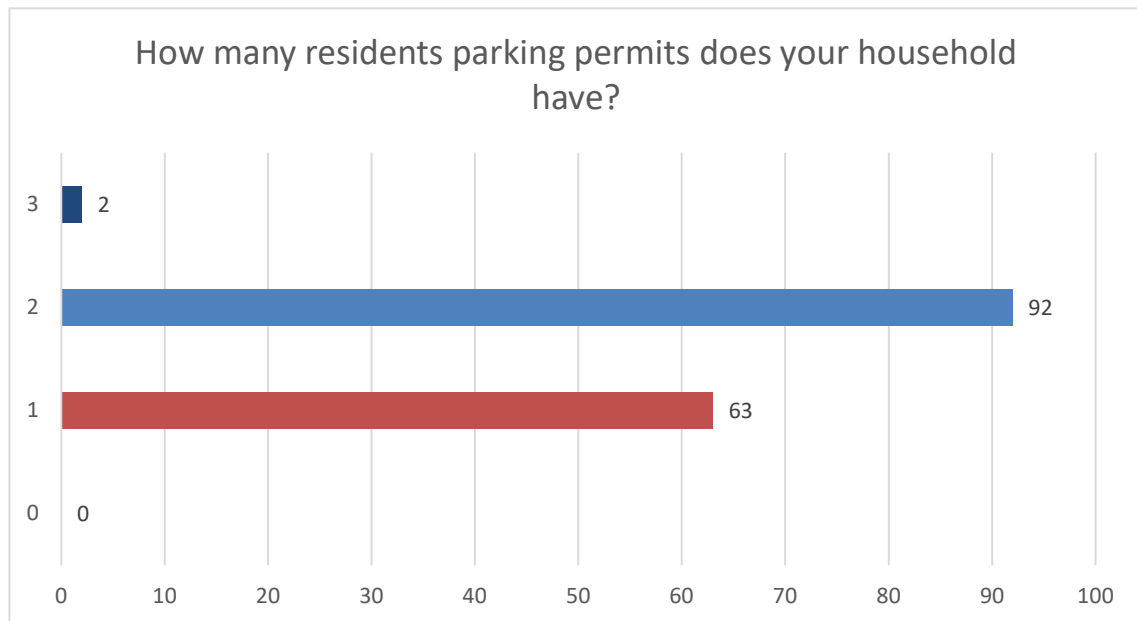
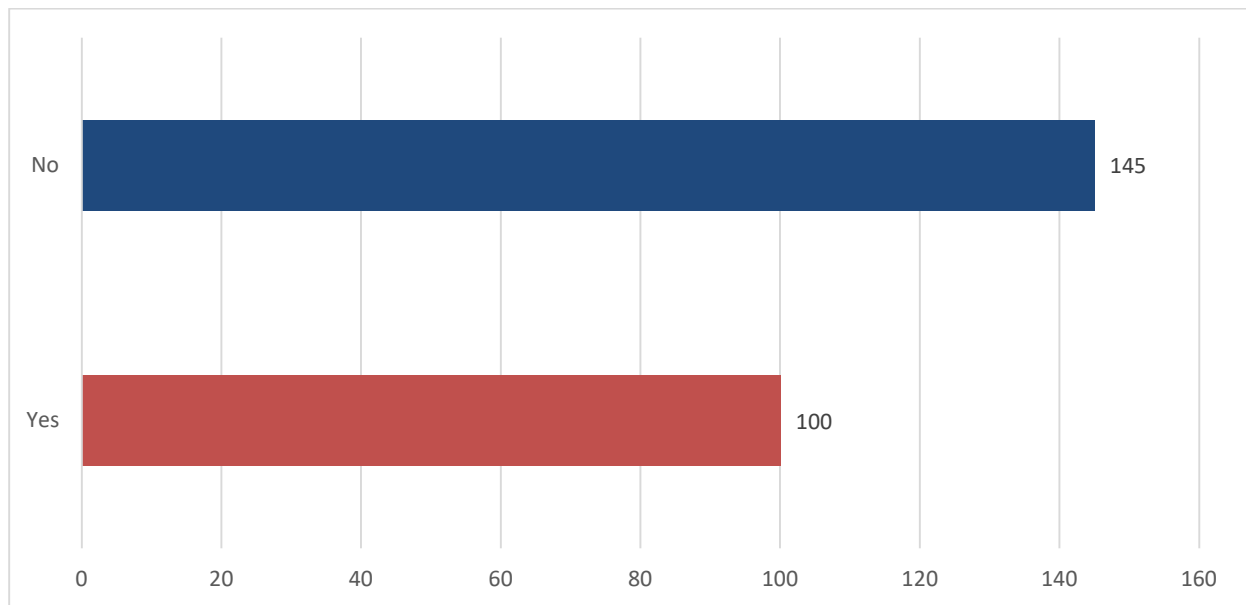


Figure 10 shows that 59% stated they have 2 permits, which aligns with Figure 8 which shows that most people have 2 vehicles. 40% have 1 permit and 1% have 3 permits, both figures correlate with how many people have each respective number of vehicles.

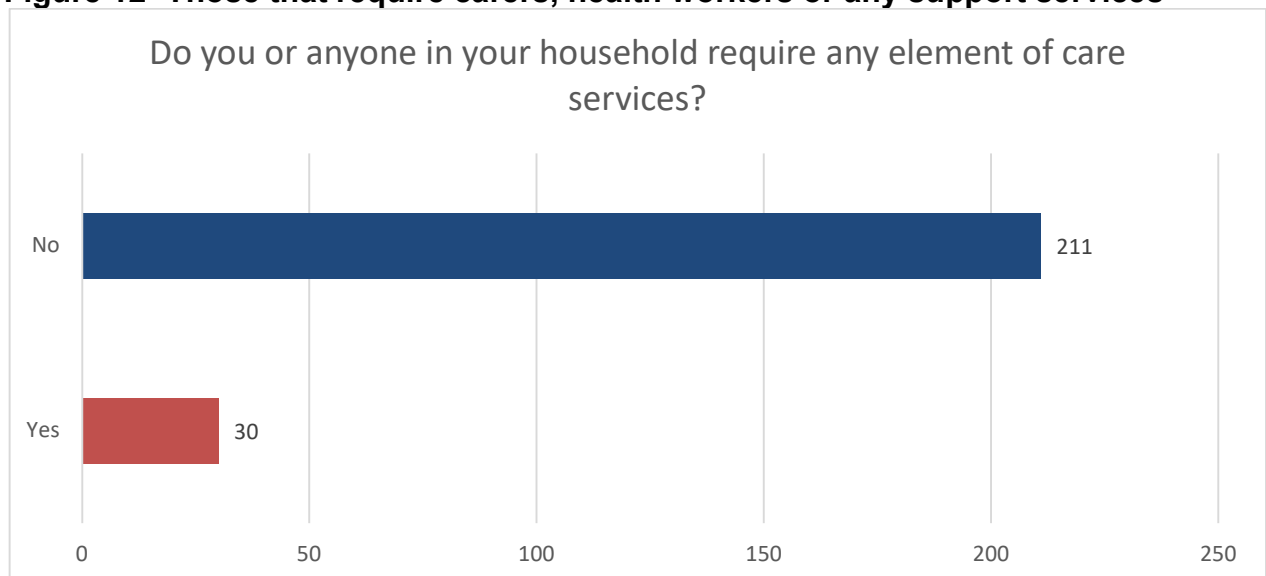
The next question asked all the respondents if they had access to any other off-street parking spaces, like garages, driveways or car parks. The answers included those that answered 'no' they did not have a current residents permit. Most of the respondents do not have access to other parking; 59% and 41% do. Figure 11 will show the results in full.

Figure 11 – Proportion of respondents who have access to other off-street parking



The survey then asked if the respondents or anyone in the respondent's household require carers, health workers or any support services who visit the home.

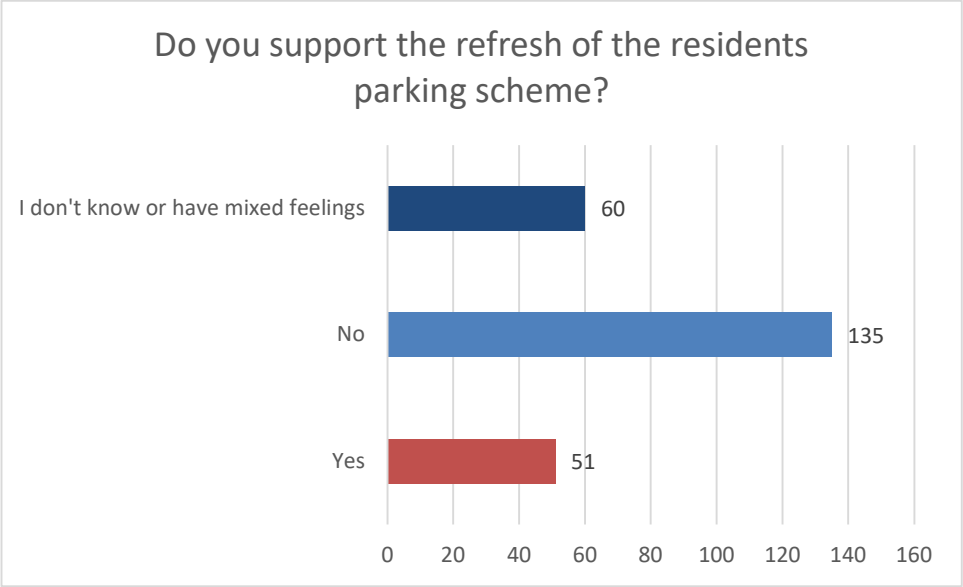
Figure 12- Those that require carers, health workers or any support services



There were 241 responses, with 88% stating they did not require any element of care services and 12% did.

The survey then asked the respondents whether they supported the refresh of the residents' parking scheme. This gained 246 responses and Figure 13 will demonstrate that overall, the respondents do not support the refresh.

Figure 13 – split of support, opposition or uncertainty.



As Figure 13 shows, 55% of respondents do not support the refresh and this number of respondents (135) generally aligns with the number of respondents who answered that they have a current residents permit (156) which suggests that those that have a current resident permit do not want change to the parking situation that exists for them currently. It does have to be noted that there are a proportion of people who are either uncertain or have mixed feelings about the proposal (24%), which might suggest they require further information or that they support some aspects and not others. Further questions will elicit supporting comments so there may be reasons for this response later in the survey. There were 21% of respondents who do support refreshing the current parking situation.

The next questions ask for expansion on the above response, first for those in support of the proposal. There were 44 responses to this and there are several strong and consistent themes throughout. Respondents who supported the proposal generally viewed the existing parking arrangements as unfair, overly complex and ineffective in meeting the needs of residents. Support centred on the opportunity to create a fairer and more consistent parking system through larger permit zones, increased parking flexibility, simplified administration and the introduction of digital permits.

Many respondents described ongoing difficulties finding parking due to non-resident use of residential streets and believed the proposal would better prioritise local residents, improve safety, and make more effective use of available parking spaces. Additional support came from residents whose streets would be newly included within the scheme and from those who welcomed the retention of two permits per household, although some respondents emphasised the need for continued engagement and careful consideration of equality and accessibility issues.

Table 1 will show the themes and example quotes from the respondents in full.

Table 1 – Themes and example quotes of support of the proposal

Theme title	Explanation	Example quote(s)
Fairer Access to Parking for Residents	Many supporters felt the current parking arrangements are inequitable, with some residents benefiting from parking access while others struggle to find spaces near their homes. Respondents saw the proposed zonal scheme as a fairer way of allocating available parking and prioritising residents over non-resident users.	• <i>“The current situation does not appear to work. It needs to be more equitable.”</i> • <i>“It is not really fair that many residents who live within Bridgnorth do not have access to parking relatively near to their homes, yet others do.”</i>
Reducing Parking by Non-Residents	A strong theme was frustration with shoppers, commuters, tourists, fishermen, dog walkers, workers and other visitors parking in residential streets. Supporters felt the proposal would help prevent residential areas being used as free parking and improve availability for those who live there.	• <i>“Numerous cars parked there by people who do not live on our street.”</i> • <i>“We live in Pale Meadow Road and have constant problems with non-residents using the street as a free car park. This includes shoppers, dog walkers, fishermen, day trippers etc.”</i>
Greater Flexibility Through Larger Parking Zones	Respondents welcomed the introduction of larger permit zones, believing they would provide more options when parking spaces are unavailable on their own street. Many felt this would increase convenience and make better use of available parking capacity across the town.	• <i>“We think it is good to have a bigger area to park with our permits. There are times when we can't park in our street so this will help hopefully.”</i> • <i>“This new scheme would offer us more places to park than at present.”</i>
Addressing Existing Parking Pressures	Numerous comments described ongoing difficulties finding parking due to high demand and limited availability. Supporters felt the current arrangement does not adequately meet resident needs and viewed the proposal as an opportunity to alleviate parking pressures.	• <i>“Because as a resident of Listley Street it is very challenging to find a parking space for my vehicle.”</i> • <i>“Only able to park in my street 50% of the time. Possible better opportunities to park elsewhere.”</i>
Simplification and Modernisation of the Scheme	Many respondents considered the current permit arrangements overly complex, fragmented and difficult to administer or enforce. The simplification of multiple schemes into three zones and the introduction of digital permits	• <i>“Current needs simplifying.”</i> • <i>“I’m already within the present scheme, however, it’s too complex. Complex in terms of the number of individual schemes & enforcement due to many</i>

	were seen as positive improvements.	<i>being shared in limited waiting bays of various time lengths."</i>
Improved Safety and Accessibility	Several respondents linked the proposal to road safety benefits, including improved access for emergency vehicles, fewer obstructions, reduced unsafe parking practices and better traffic flow on narrow streets.	• <i>"I also have grave concerns about safety and the access of emergency vehicles."</i> • <i>"Cartway has suffered from inappropriate parking for many years, and as cars have got bigger, there has been less space for pedestrians and other cars to get past."</i>
Better Enforcement of Parking Controls	Supporters believed the refreshed scheme could lead to more effective parking enforcement, reducing misuse of parking spaces, discouraging inappropriate parking behaviour and improving compliance with restrictions.	• <i>"At present cars often use the 'pull-in bays' to park which makes it difficult when trying to get out when cars are approaching from the opposite direction."</i> • <i>"Complex in terms of the number of individual schemes & enforcement due to many being shared in limited waiting bays of various time lengths."</i>
Support for Retaining Two Permits per Household	Some respondents specifically welcomed the proposal to allow up to two permits per household, recognising that many households rely on multiple vehicles and viewing this as a practical compromise between resident needs and parking capacity.	• <i>"Keeping 2 permits and more choice for parking."</i> • <i>"Living on West Castle Street, the proposal to expand places to park is really well thought through and also the proposal to keep 2 permits is great."</i>
Inclusion of Previously Excluded Areas	Residents whose streets are currently outside permit arrangements welcomed being included in the proposed scheme. They felt the proposals would provide parking protections and opportunities previously unavailable to them.	• <i>"We have finally had our street included in the proposal which is greatly appreciated - thank you."</i> • <i>"I live in town and there is no current parking permits for my street. I am all for a permit being introduced to enable parking to be a lot easier for residents, at a lower cost."</i>
Efficient Use of Available Parking Spaces	Many supporters believed the zonal approach would make better use of parking capacity by allowing residents to park across a wider area rather than limiting	• <i>"I think expanding the parking areas for residents is a good idea and an efficient use of available</i>

	access to individual streets, helping to maximise available spaces.	<i>parking particularly in High Town where we live.”</i> • <i>“Good fair use of available spaces by creating 3 zones.”</i>
Support for a Review of Existing Arrangements	Respondents recognised that parking demands and local circumstances have changed over time. Many felt it was appropriate to review and update a system that had evolved incrementally and was no longer meeting current needs effectively.	• <i>“I think it’s good to review the scheme to ensure it’s still relevant and working in best way possible.”</i> • <i>“Bridgnorth Town Council supports the principle of reviewing and modernising the Residents’ Parking Scheme.”</i>
Conditional Support Subject to Further Detail	While broadly supportive, some respondents emphasised the need for further information on implementation, equality considerations, funding, evidence and engagement with residents before final decisions are made.	• <i>“It seems fair. But I’ve not seen the details about Equalities Act compliance yet. There is some vagueness which might be exploiter at a later date. So, it’s a yes - I support but with proviso’s.”</i> • <i>“The Council welcomes proposals that could improve flexibility for residents, provided any revised scheme is evidence-led, properly funded and developed through meaningful engagement with residents and stakeholders.”</i>

The next question asked why people opposed the proposal and there were 130 responses. These have been sorted into themes again, which will be set out in Table 2 and followed by example comments, reflective of each theme.

Overall, opposition to the proposal is primarily driven by concerns that the revised parking arrangements would increase competition for a fixed number of parking spaces without creating additional capacity. Respondents frequently argue that the existing scheme generally works well and should be retained, with improvements focused on enforcement and digitisation rather than larger permit zones. Common concerns include reduced ability to park close to home, impacts on older and disabled residents, increased traffic and pollution from drivers searching for spaces, displacement parking into neighbouring streets, and risks to road safety. Many also question the evidence base for the proposal and favour retaining street-level parking schemes or introducing alternative measures such as enhanced enforcement, resident-only parking, or greater use of existing car parks.

Table 2 – Themes and example quotes on the opposition of the proposal.

Theme	Explanation	Example quote(s)
Loss of ability to park close to home	The most common concern is that larger parking zones would make it harder for residents to park near their own property. Respondents fear having to park several streets away and spend more time searching for spaces.	<i>I want to be able to park near my home when I come from work. I don't want to be carrying shopping from my car parked a long way away.</i> <i>We are pensioners and need to park close to our home, not several streets away!</i>
Insufficient parking capacity	Many respondents argue that the proposal does not create any new parking spaces and instead increases the number of households permitted to use the same limited supply of spaces.	<i>There is already insufficient parking for the residents of St Mary's Street without adding more people being able to park here.</i> <i>Even under the current "residents-only" system, finding a space close to our homes is highly challenging, especially as non-residents can park for 40 minutes.</i>
Current scheme already works well	A frequent view is that the existing street-based permit system is functioning adequately and only requires digitisation or improved enforcement rather than fundamental redesign.	<i>The current residents' parking scheme works.</i> <i>The current scheme for East Castle St meets our needs</i> <i>The current scheme works very well! If the whole of the high town is in one zone it will put additional pressure on the permit parking in place near the High Street which is already at an</i>

		<i>oversubscribed capacity</i>
Impact on elderly, disabled and less mobile residents	Respondents highlight difficulties carrying shopping, using mobility aids, supporting relatives, or accessing vehicles if required to park further away.	• <i>Also parking in Listley Street would be very inconvenient and difficult for elderly people, especially with the steep hill at the bottom of St Mary's St.</i>
Increased traffic, pollution and 'hunting for spaces'	Many believe drivers will circulate larger areas looking for parking, creating congestion, emissions, noise and unnecessary journeys.	• <i>The fact you're letting anyone park later means more cars driving around and around to find a free space, meaning you are actually encouraging more emissions.</i> • <i>A change will increase vehicular emissions and air pollution by increased traffic looking for spaces to park.</i>
Safety concerns	Respondents raise concerns about road safety, emergency vehicle access, pedestrian safety, narrow roads, blind bends, and personal safety when walking longer distances, particularly at night.	• <i>There are a lot of residents who would not feel safe walking from other areas of the town at night.</i> • <i>For me it is enough to return, knowing where I am heading to park my car and then safely with school bags and often shopping rehome with the kids knowing they do not need to cross a road.</i>
Concern about displacement parking	Many fear vehicles will be pushed into surrounding	• <i>As a resident of Kings Loade we</i>

	residential roads and estates not covered by permits, moving the problem elsewhere rather than solving it.	<i>already have issues with vehicles parked on the only pedestrian access we have (one foot path in and out). Designated parking spaces would move the existing public parked vehicles further down the Cul de sac.</i>
Perceived unfairness to existing permit holders	Respondents feel they pay for permits expecting local parking access and that allowing additional residents to use the same spaces reduces the value of those permits.	• <i>The zones are not equitable in size; Blue Zone is huge and covers far greater number of households than the others.</i>
Preference for street-based or smaller zones	Many objectors favour retaining existing street-specific arrangements or creating smaller, more localised zones rather than larger town-wide areas.	• <i>The permits should remain street specific so that drivers have a better chance of parking closer to their homes and do not have to hunt in adjacent streets for parking.</i> • <i>Parking permits should still be street-based, making it zonal will make it harder to park near where you live, why change something that works well.</i>
Lack of evidence or justification for change	Respondents frequently question why changes are needed, arguing that the consultation has not demonstrated a clear problem, supporting evidence, or benefits of the proposal.	• <i>I remain unclear as to the evidence base for such a review and oppose the dramatic increase in the proposed cost.</i>
Preference for alternative solutions	Rather than expanding permit zones, respondents suggest improved enforcement, better use of car parks, resident-only parking, additional parking provision, and digitisation of the current scheme.	• <i>There are already schemes in the majority of the areas featured in the survey and have been for many years. I support the retention and</i>

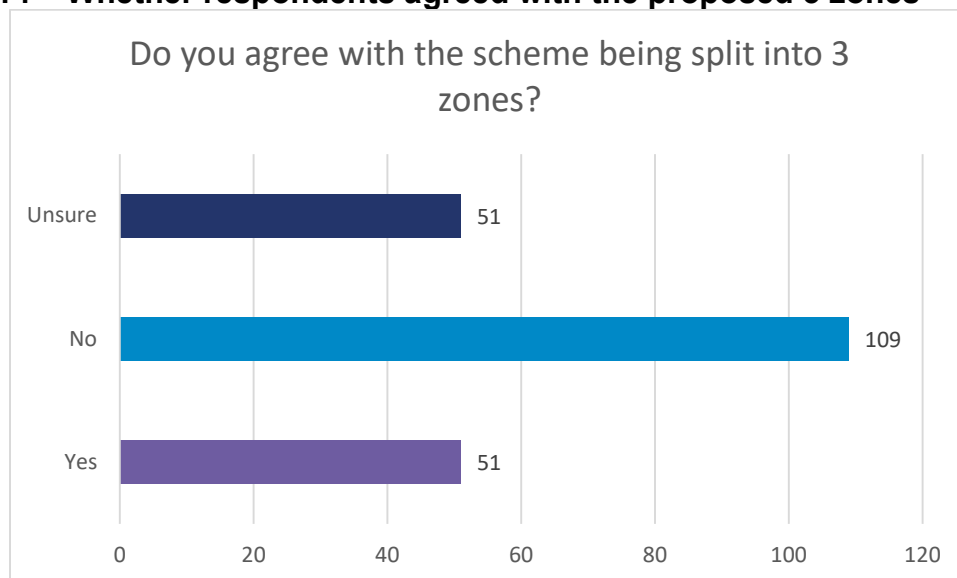
		<i>strengthening of those schemes, which I consider essential to support the quality of life for town centre residents.</i> <i>I think the current scheme based on (specifically) named street parking, whilst not ideal, works fine. Just enforce the current system better. I have no objection to increasing the cost of permits to £100 each in order to enforce it.</i>
Community character and quality of life concerns	Some residents fear the proposal could damage established neighbourhoods, undermine community cohesion, and reduce the attractiveness or liveability of historic residential streets.	<i>Shropshire Council's proposals don't take account of the crucial community spirit within our Bridgnorth neighbourhoods.</i>

The next question asked the respondents whether they agreed with three zone proposal, which is proposed would replace the collection of individual street-based schemes with three core permit parking zones. Shropshire Council stated that this approach would:

- Simplify scheme administration.
- Improve consistency across Bridgnorth.
- Provide greater flexibility for residents.
- Support more efficient enforcement.
- Improve equality and utilisation of available parking spaces.

There were 211 responses to this question and as Figure 14 will show 52% stated no they did not agree with the concept of 3 core zones.

Figure 14 – Whether respondents agreed with the proposed 3 zones



The respondents who agree with the proposed 3 zones and those that are unsure are equal in their response rate; 24%. After the conclusions of the previous question, it does not come as a surprise that more people oppose the concept of 3 core zones as there were frequent comments supporting the existing scheme or a street-based scheme, or even smaller zones as large zones do not, in the respondent's opinion, equal fairness and provides too large an area, which might prompt increased competition for spaces. It is interesting to note that this large area is exactly the reason some residents are in support of the proposal as it enables residents to park in a wider area than the limited streets currently reflective of which permit they have.

The reasons for the respondents' selection above are explained in the next question. There were 167 responses. The comments reveal strong opposition to the proposed three-zone parking scheme. The dominant concern is that expanding permit eligibility would increase competition for a limited number of parking spaces without creating additional capacity, making it harder for residents to park close to their homes. Respondents frequently cite impacts on elderly, disabled and vulnerable residents, alongside concerns about personal safety, congestion, pollution and pressure on already oversubscribed streets, particularly St Mary's Street. Many believe the existing street-based system works reasonably well and question the evidence supporting the proposed changes, instead favouring improved enforcement, smaller parking zones and alternative parking solutions.

Table 3 – Themes from the comments on the proposed 3 zones

Theme	Explanation	Example quote(s)
Loss of ability to park close to home	The most common concern. Respondents fear they will have to park several streets away, making everyday activities such as carrying shopping, accessing their home, or unloading vehicles more difficult. This is particularly important for older residents and those with	<i>I need to park near my home, if I cannot get a parking space It would be most difficult for me.</i> <i>Living in a pedestrian area I</i>

	mobility issues.	<i>could end up walking halfway across town to get home with shopping or anything else I need to get from my car.</i> • <i>Because I am elderly and do not wish to have to park elsewhere other than outside my home and have to walk especially at night alone in the dark.</i>
Insufficient parking capacity	Many argue that the proposal does not create any new parking spaces and simply increases the number of people competing for the same limited spaces. St Mary's Street is frequently cited as already operating at full capacity.	• <i>This scheme will put pressure on the streets that are already oversubscribed.</i> • <i>There are NOT enough places in St Mary's Street for the residents, so there is no spare capacity to share with Listley Street.</i>
Current scheme works well and should be retained	A strong view is that the existing street-based permit system generally works adequately. Respondents question why change is needed and suggest improving enforcement rather than redesigning the scheme.	• <i>It works perfectly well on East Castle Street with the residents and shoppers as it currently is.</i> • <i>Street specific zones as existing is a much better system. When people buy or rent properties, they did so with the knowledge of the existing parking provision.</i>
Impact on elderly, disabled and vulnerable residents	Many comments reference pensioners, disabled residents, people with mobility difficulties, carers and those requiring support services. Concerns centre on	• <i>A lot of waking if you are disabled or have health problems.</i>

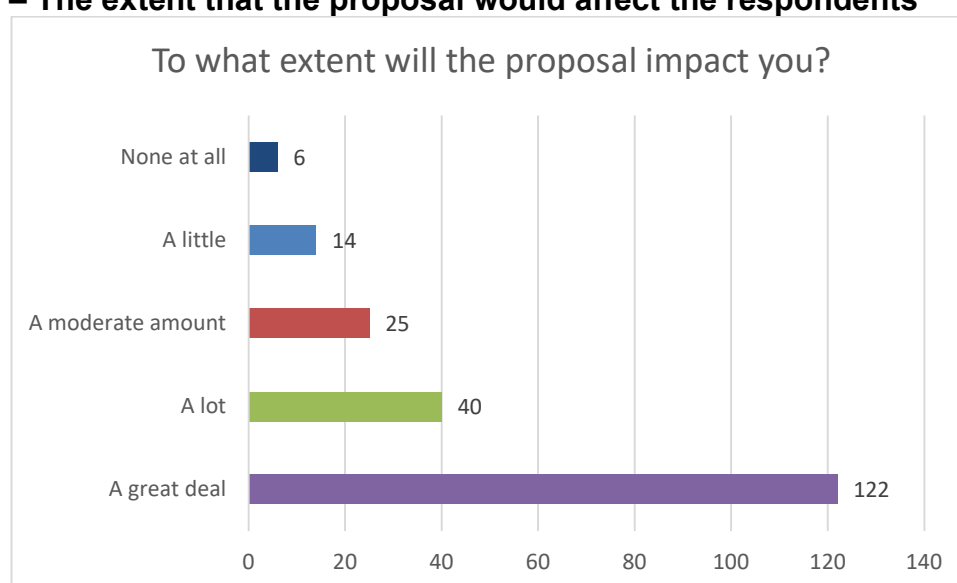
	increased walking distances and reduced accessibility.	
Personal safety concerns	Respondents, particularly women and older residents, express concerns about walking longer distances at night, in poorly lit areas, or when carrying shopping and belongings.	• <i>As I have said already, I would feel uncomfortable walking at night if I wasn't near to home.</i> • <i>Walking across town alone is potentially risky in particular for lone women or other vulnerable people.</i>
Increased traffic, congestion and pollution	Many believe the larger zones will encourage drivers to circulate streets searching for spaces ("hunting traffic"), increasing congestion, emissions, noise and air pollution.	• <i>Drivers will continuously circulate this narrow residential street looking for vacant spaces, leading to: Increased vehicular emissions and localized air pollution.</i> • <i>I strongly believe that dividing it into 3 zones will have a detrimental impact on air quality, congestion, and residents parking.</i>
Road safety and emergency access concerns	Respondents fear increased congestion on narrow historic streets could affect pedestrian safety, restrict emergency vehicle access and increase vehicle damage.	• <i>Gridlock on narrow bends, creating safety hazards for pedestrians and restricting access for emergency services.</i>
Opposition to expanding permits into St Mary's Street	A substantial number of responses focus specifically on St Mary's Street, arguing it should remain exclusive to local residents due to its narrow layout, limited parking supply and existing pressures.	• <i>Parking for St Mary's Street should be for residents only.</i> • <i>I strongly oppose any plan that would extend, merge or allow non-residents to obtain parking permits to park on</i>

		<i>our street. Extending permits eligibility beyond St Mary's street is highly impractical & detrimental.</i>
Lack of evidence or justification for change	Many respondents state that the consultation does not clearly explain the problem being solved, provide occupancy data, or demonstrate why three zones are the most appropriate solution.	• <i>However, the consultation provides no parking occupancy surveys, utilisation data or technical evidence explaining why three zones represent the most appropriate solution or how the proposed boundaries have been determined.</i>
Preference for alternative solutions	Suggestions include retaining street-based permits, creating smaller zones, improving enforcement, increasing resident-only parking, using existing car parks more effectively, and creating additional parking spaces.	• <i>The current system works well for residents of the street permit they are permitted. Money would be better spent by policing existing permit holders as often we see permit holders for other streets parking for multiple hours in areas non-related to their permit.</i>
Perceived unfairness to existing permit holders	Some respondents feel they purchased homes or pay permit fees with the expectation of local parking access, and that widening eligibility dilutes the value of those permits.	• <i>Unworkable, totally unfair for existing tax paying residents, the council should set out resident parking only street and encourage all visitors to utilise all current car parks with possibly reducing parking</i>

		<i>rates to help.</i>
Community character and quality of life concerns	Respondents fear the proposals could undermine neighbourhood cohesion, increase tensions between residents, and damage the character of historic streets and residential communities.	<i>All in all our residents care very much and are passionate about the safety and structure of the area.</i>

Question 11 sought to explore to what extent the proposal will affect the respondents. There were 207 responses.

Figure 15 – The extent that the proposal would affect the respondents



As Figure 15 suggests, most respondents would be affected a great deal by the proposal; 59%. 19% stated they would be affected a lot and 12% said a moderate amount. 7% and 3% stated they would be affected a little and not at all respectively. The overwhelming feeling is that all the respondents would be affected to some extent.

The respondents were then asked to describe the impact the proposal would have on them. There were 190 responses which strongly align with the themes that have already formed most of the respondents' comments in this report. The feedback is overwhelmingly focused on accessibility, parking availability, and displacement effects. Respondents are less concerned about permits themselves; there are frequent comments here and in previous comments that support the move to a more efficient digital system, and more concerned that the proposals could increase competition for existing spaces without increasing parking capacity. This is seen to be leading to longer walking distances, safety concerns, greater inconvenience, and particular impacts on older residents, disabled people, carers, families and businesses.

There is a small group that suggests larger parking zones could improve flexibility and provide more opportunities to find a space. Arguments supporting both sides has featured throughout the survey's findings; where most see larger parking areas increasing competition, traffic, congestion and impact on character and lifestyle, some

see as opportunity. Table 4 will show the themes in full, with example comments to follow.

Table 4 – Themes and example quotes around the comments on how the proposal will affect the respondents

Theme	Explanation	Example quote(s)
Difficulty Parking Close to Home with concerns about Convenience and Accessibility for Daily Life	The most common concern is that residents may no longer be able to park near their property. Many fear having to park several streets away, making everyday activities more difficult. Many comments mention difficulties carrying shopping, luggage, work equipment, laundry, pushchairs, or other items over longer distances if parking is not available nearby.	• <i>Reduce the likelihood of finding a space near to home at all times of the day.</i> • <i>Little or no chance of parking anywhere near my residence.</i>
Impact on Older People, Disabled Residents and Those with Mobility Needs	Many respondents highlight the challenges the proposals could create for older residents, disabled people, those using mobility aids, carers, and people with health conditions who rely on nearby parking.	• <i>We are pensioners and need to park close to our home, not several streets away! It will impact the elderly.</i>
Displacement Parking into Neighbouring Streets with Increased Competition for Limited Spaces	A recurring concern is that vehicles unable to park in one area will move into surrounding streets and estates, transferring parking problems rather than solving them. Respondents believe expanding permit eligibility will increase demand without creating additional parking spaces, reducing availability for existing residents.	• <i>If the scheme is approved for the street next to me, I fear my street will be flooded with additional vehicles.</i> • <i>I live in Wells Close Bridgnorth. We are already the overflow car park for Bridgnorth residents... it will push the parking onto neighbouring streets.</i> • <i>Parking will be pushed to more residential areas around town.</i>
Safety Concerns and concerns about Increased Traffic, Congestion and Pollution	Concerns include increased traffic, parking on narrow roads, blind bends, pedestrian safety, child safety, emergency vehicle access, and personal safety	• <i>The High Street scheme will make our road even more dangerous</i>

	when walking longer distances, particularly at night. Many believe residents will spend more time driving around looking for spaces, resulting in greater congestion, longer journeys, and higher vehicle emissions.	<i>as more cars will park there. There are already blind bends which can cause a risk to children.</i> • <i>The current proposal would impact on child safety by increasing traffic.</i>
Concerns for Visitors, Family and Carers	Residents worry that visitors, family members, contractors, carers, emergency visitors, and support workers may struggle to park close enough to properties.	• <i>My brother has carers for 13 hours a day and they rely on the parking permits.</i> • <i>I am almost 90 and my wife is in her eighties, from time to time we need family or emergency vehicles to come to help us - they need to park nearby.</i>
Perceived Unfairness and Reduced Value of Permits	Several respondents argue it is unfair to pay for permits if non-residents or residents from other streets can compete for the same spaces, reducing the benefit of the permit.	• <i>It is fundamentally unfair to charge residents for a localised scheme, only to dilute its value by allowing non-residents to compete for the exact same limited spaces</i> • <i>Residents would effectively be paying for a permit that provides no practical benefit.</i>
Negative Impact on Households with Multiple Vehicles and concerns about Stress, Anxiety and	Some households fear difficulties accommodating more than one vehicle, affecting working families and households reliant on multiple cars. Respondents frequently	• <i>Finding a space after work would become even more challenging and time-consuming, adding</i>

Reduced Quality of Life	describe increased stress, frustration, uncertainty, inconvenience, and anxiety associated with finding parking or walking further from vehicles.	<i>unnecessary stress and inconvenience to daily life.</i>
Impact on Businesses and Holiday Lets	Business owners and holiday-let operators express concerns about servicing properties, customer parking, deliveries, and maintaining business viability.	• <i>Might be difficult for visitors.</i> • <i>As a business owner on St Marys Street, I have to consider customer parking facilities, free parking is a huge incentive to shoppers.</i>
Flooding and Exceptional Circumstances	Residents in flood-prone areas raise concerns about where they would park when roads become inaccessible during flooding events.	• <i>When the river floods Abbots Way is inaccessible so we have to park in the next street.</i> • <i>What will happen when the river floods, where will we park?</i>
Property Values and Attractiveness of Living in Bridgnorth	Some respondents believe worsening parking availability could reduce property values, deter people from living in the town, or encourage residents to move away.	• <i>This has a significant potential to affect property values and saleability.</i> • <i>Unable to park near my house - likely to move from Bridgnorth due to poor parking.</i>
Lack of Information and Consultation Concerns	A number of comments state that insufficient detail has been provided about how the scheme will operate, making it difficult to assess impacts fully.	• <i>I currently do not experience any significant issues under the existing arrangement and question the rationale for changing the current arrangements.</i>

Support for Improved Parking Opportunities and a Preference for Retaining Existing Arrangements	A minority of respondents support the proposals, believing larger zones could provide greater flexibility, more parking options, better enforcement, and easier access to spaces. Many respondents feel the current system generally works and see no compelling reason for significant changes.	• <i>The current permits restrict to one area. This gives more choice when currently there are only so many spaces that do get full quickly.</i> • <i>High Town is split into lots of permit zones. Making one makes great sense and chances to get a space.</i> • <i>Living in High Town this will provide more spaces available to residents which I welcome greatly.</i> • <i>Keep parking as it is.</i> • <i>It's fine as it is and doesn't need changing for the sake of it.</i>
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Table 4 shows that the comments and themes interlink frequently and the comments contain more than one theme.

The next question asked for anything else regarding the proposal that respondents think might improve it or they think that Shropshire Council has not considered. There were 179 responses where the most were in opposition to the proposal, which has been evidenced throughout the report. The comments show a strong concern that the proposal may redistribute parking pressure rather than solve it. Opposition focuses mainly on loss of local access, limited capacity, safety, mobility impacts, congestion, air quality and perceived unfairness. There are several comments with suggestions of alternative parking schemes for displacement parking and increased demand from non-residents. However, there is also a smaller but important supportive theme from residents who currently have limited or no permit access and see larger zones as a fairer, more flexible approach. The use of the same argument in both opposition and support has been seen previously in this report, which might suggest there is a middle ground. A strong cross-cutting message is that respondents want clearer evidence, better communication, stronger enforcement and more consideration of alternative parking solutions before any final decision is made.

Table 5 – Comments about if there is anything else for consideration

Theme	Explanation
Preference for retaining street-based or existing permit arrangements	Many respondents felt the current street-based schemes generally work and were concerned that larger zones would reduce their ability to park close to home. This was especially strong among residents of St Mary's Street, East Castle Street, St Leonard's Close and similar constrained streets.
Concern about limited parking capacity and over-allocation	A recurring concern was that the proposal would not create additional parking spaces but would increase the number of people competing for the same limited spaces. Respondents frequently described streets as already full, narrow, historic, or physically unable to accommodate more vehicles.
Access, mobility and disability impacts	Many comments highlighted the need for older residents, disabled residents, carers, people with mobility difficulties, parents with young children, and people receiving support at home to park close to their property. Respondents were concerned that having to park further away would affect independence, safety, daily routines and access to care.
Safety concerns	Comments raised concerns about walking further at night, poor lighting, personal safety, narrow streets, blind bends, pavement parking, access for emergency vehicles, and increased risks for children, pedestrians and vulnerable residents.
Traffic, congestion and air quality	Many respondents felt larger zones would encourage drivers to circle streets looking for spaces, increasing traffic, congestion, emissions and localised pollution. This was particularly raised in relation to St Mary's Street, High Town and existing air quality concerns in Bridgnorth.
Fairness and equity between residents	There was strong debate about whether the proposal was fair. Some residents argued that those who already have permits should not lose practical access to nearby parking, while others — particularly those in streets without current permit access, such as Listley Street — felt the proposal could make parking fairer.
Support for wider zones and increased flexibility	A smaller but clear group supported the proposal because it could give residents more choice and flexibility to park in nearby streets when their own street is full. Some respondents welcomed the simplification of the system and the opportunity for currently excluded streets to access permits.
Need for clearer evidence, rationale and communication	Several comments questioned the evidence base for the proposals, including the lack of published parking occupancy data, unclear zone boundaries, unclear operational hours, limited notice of events, and uncertainty about how decisions would be made. Bridgnorth Town Council also raised concerns about the consultation being premature without sufficient supporting information.
Alternative solutions suggested	Respondents frequently suggested alternatives such as using council car parks for resident permits, reduced-rate car park permits, park and ride, residents-only streets, smaller or more localised zones, one-way systems, additional parking bays, better enforcement, extending controlled hours, and removing

	permits from properties with off-street parking.
Concerns about cost and value for money	Some respondents objected to the proposed permit cost increase, especially pensioners and residents on fixed incomes. Others questioned whether a digital system should reduce, rather than increase, administration costs.
Enforcement and misuse of parking spaces	Comments repeatedly referred to overstaying in 40-minute bays, non-residents using resident areas, misuse of permits, lack of parking wardens, and the need for clearer enforcement if any new system is introduced.
Community identity and residential amenity	Some residents described their streets as close-knit communities where neighbours know each other's vehicles and can manage deliveries, emergencies or access informally. There was concern that larger zones would undermine this local community arrangement and reduce residential amenity.

Example comments

- *Leave as is...offer more low-cost car parking.*
- *Residents parking only. To stop heavy traffic, it's damaging our lovely street. To stop public parking to encourage one car per household.*
- *Offer free parking or a park and ride scheme for out of town visitors.*
- *Offering residents the opportunity to park on Listley Street car parks after 5pm and until 9 / 10 am the next day. Improve Listley Street parking situation. It gets extremely busy and there are very many times when cars have to reverse due to cars parked on one side of Listley Street. I believe Kings Loade residents are very keen for some parking restrictions as you drive into Kings Loade. The residents suffer from displacement parking and school drop off and pick ups.*
- *A reduction in the current number of parking permits allocated to a property will affect the property value and its saleability negatively.*
- *It is illogical to introduce untried parking zones incorporating streets that have no parking at present (or historically), increasing the number of potential cars. Prepared by consultants that have no knowledge of the parking patterns of Bridgnorth residents. The existing St Leonards Close parking scheme works well, generally.*
- *An accurate survey of ALL households, businesses and services requiring parking and entitled to permits and the number of spaces available to ensure a fair distribution if you intend to use a zonal scheme.*
- *The East Castle Street scheme should remain as it is today, with 2 permits per household.*
- *Before forming a final opinion, I would like to know what hours the scheme proposes and whether general parking for 40 mins will remain (I don't think that is problem - it enables better use of available spaces during working hours).*
- *I think the current scheme works very well but happy for this to be digital permit.*
- *I believe the current parking scheme is adequate and the areas that need additional parking could access to the car parks.*
- *I do not believe that expanding or sharing parking zones is the correct solution to the parking problems affecting our area. The fundamental issue is not the size of the parking zone, but the lack of available parking spaces for the number of permits that have been issued. Allowing permit holders from other areas to park on*

our street would simply increase competition for an already insufficient number of spaces and further disadvantage existing residents. A more appropriate approach would be to increase parking provision.

- If you insist on permitting. Perhaps the zones should be smaller. Our estate should be a zone of its own (King Charles way, Grey Friars, Southall, Riverside).*
- Please take into account potential displacement parking in surrounding areas. Kings Loade in particular.*
- There is no under-utilised space in St Mary's St. Increased traffic will actively harm living conditions, safety & accessibility for the residents.*
- You really should be better with timings and communication particularly on such a sensitive and emotive subject of residents parking which you will be well aware of from the last time you did this a few years ago. Better timing and communication please.*
- I don't feel enough details have been shared about the extra parking being provided. I'm confused about how the plan is more logical. We are confused about how it can benefit businesses. We feel more explanation is needed.*

The last question asked if there were any other comments that the respondents would like Shropshire Council to take into consideration as part of this consultation. The final comments reinforce many of the themes identified throughout the consultation, with a majority of comments demonstrating a clear desire for future decision-making and consultation activity to be resident-led, with sufficient notice, clear communication and meaningful opportunities for local people to shape proposals.

A strong message from respondents was that the existing residents' parking scheme is generally viewed as working effectively for most residents and that any future changes should build upon, rather than replace, the current arrangements. Respondents repeatedly emphasised the importance of recognising Bridgnorth's demographic profile, particularly its older population, residents with mobility issues, carers and those who may face challenges with digital technology, highlighting the need for parking to remain close to home and for any new system to remain accessible to all.

Many respondents felt the wider context had not been fully considered, including the cumulative impact of new housing developments, increasing traffic levels, permit costs, taxation and the growing demand for parking across the town. Concerns about fairness were frequently raised, with some suggesting that permit allocations should better reflect household need, such as the number of vehicles a household relies upon. Respondents also highlighted the unique character of Bridgnorth, arguing that its narrow historic streets, constrained road network and existing parking pressures make it fundamentally different from larger towns and cities, and therefore less suited to large-scale zonal parking arrangements.

While opposition remained the dominant view, there was also constructive support for certain elements of the proposals, including the introduction of digital permits, consideration of smaller or more localised parking zones, extended residents' parking hours, and bespoke arrangements for locations experiencing particular parking pressures, such as St Leonard's and St Mary's Street, where respondents felt tailored solutions may be more appropriate than a town-wide approach.

Table 6 – Themes and example quotes about any other comments from the respondents

Theme	Explanation	Example quote(s)
Consultation process should be clearly explained, promoted well and transparent	The most common theme throughout the comments with respondents stating that they felt there was a lack of notice and promotion. They want clear and transparent processes and explanation for any future consultations. Respondents feel very passionately about where they live and they want that taken into consideration in their parking schemes.	<i>The council needs to do better at ensuring that residents get a say in this. Whilst I understand it is a subject which can evoke negative emotion in many, those who live with ongoing parking issues should have a right to speak on the matter. Do more and do better.</i> <i>You need to be very clear what is being proposed. There needs to be plenty of time for consultation and for proposals to be developed with the community and the people who actually live in Bridgnorth. Sorry, but this survey isn't really good enough.</i>
Preference for the existing scheme	Respondents frequently assert that the existing parking scheme works and has worked for many years. There is an acknowledgement that it is not ideal but works extremely well for the majority especially considering modern traffic, lifestyles and increased population.	<i>Keep the present paper permits showing Reg numbers rather than moving to digital - again considering older people, and that perhaps digital systems are more prone to abuse.</i>
Impact on residents	There are several comments highlighting the perception that Bridgnorth's demographic is not being considered in this proposal, especially elderly and vulnerable residents who need greater accessibility and may not have the required computer skills for a digital	<i>Impact on elderly and less mobile residents. Many residents rely on being able to park close to their homes because of age, disability or limited</i>

	permit.	<i>mobility. If parking availability is reduced, these residents may be forced to park much further away, creating unnecessary hardship and reducing accessibility.</i>
Fairness of permits	A common theme that suggests the scheme does not promote equality through the town, that certain areas receive greater attention than others and a suggestion that permits should be based and strictly enforced on need.	• <i>Survey residents on a street by street basis to canvas needs and views. The zonal system is ill conceived and should be rejected.</i>
Local situation and economy	There are some comments suggesting that the proposal does not consider the increase in houses and therefore more need for parking. There is concern that there is not sufficient parking allocation presently and that the scheme will not change that. There is also a sub theme within this theme that suggests the proposal will have a negative impact on businesses including Airbnb properties.	• <i>The proposed plan seems to be more suitable for a commercial district where there are offices and shoppers, not a historic residential market town. Are the planners being given a full list of criteria to make the plan with. It also seems to ignore the 2000 new homes being built at the moment, so doesn't seem to be well future proofed.</i> • <i>Please visit our estate and see what a challenge parking is already.</i>
Nature of Bridgnorth	A less common but notable theme that suggests that the proposal does not consider the characteristics of Bridgnorth. Narrow streets will not support increased traffic and the scheme seems more suited to a larger town or city, not a historic town like Bridgnorth.	• <i>Bridgnorth is an old town with narrow streets, it wasn't designed to accommodate the amount of traffic we now have on the roads. I understand the need to improve</i>

		<i>the parking, but the changes proposed don't offer a solution...</i>
Support with suggestions	A small theme but notable comments that suggests support especially for the digital permits that would decrease administrative costs. Support is likely to be based on implementation of a tweaked proposal with suggestions such as more, but smaller zones, extending the hours of resident parking and treating certain hot spots like St Mary's Street or St Leonards as zones in their own rights.	• <i>Although I clearly don't agree with all the proposals, I do accept that it is really difficult to please everyone, and overall, I do support these proposals. I do hope however that there will be sufficient resources to implement and monitor them.</i> • <i>Although I clearly don't agree with all the proposals, I do accept that it is really difficult to please everyone, and overall, I do support these proposals. I do hope however that there will be sufficient resources to implement and monitor them.</i> • <i>Rather than expanding parking zones, the Council should focus on creating additional parking capacity or consider alternative solutions, such as allowing valid residential permit holders to use nearby council-operated car parks free of charge where these are within reasonable walking distance of their homes.</i>

Other respondents

Generally, people responded online or on a paper copy of the survey which was inputted onto the online survey platform, however there were a few letters, emails and other comments that did not take the structured form of the survey.

Email 1 – East Castle resident

This email is from an East Castle Street resident. The respondent supports measures that prioritise residents, including the removal of business permits, reducing non-resident parking, and introducing digital permits. However, they strongly oppose the proposed expansion of the permit area to include additional surrounding streets. Their main concern is that widening the permit zone would increase competition for a limited number of parking spaces, making it harder for East Castle Street residents to park close to their homes. They argue that the purpose of a residents' parking scheme should be to enable residents to park as near as reasonably possible to where they live.

The respondent highlights the particular importance of nearby parking for families with young children, expectant parents, and older residents, citing both safety and accessibility reasons. They also question the evidence supporting the expansion, noting that the consultation identifies approximately 139 eligible properties but only around 74 parking spaces within the proposed area.

Overall, the respondent supports resident-focused improvements but believes permits should prioritise parking close to residents' own streets rather than extending access across a larger geographical area.

Email 2 – St Friars resident

The respondent, a long-term Friar's Street resident who also attended the face-to-face engagement session, argues that the current parking pressures are largely the result of increased vehicle ownership, the extension of permit eligibility to newer developments with private parking, and continued use of time-limited bays by non-residents. They note that some households with garages and driveways still use on-street parking, reducing availability for residents without private parking. Concerns are also raised that restrictions in Cartway could displace parking demand into nearby residential streets and car parks.

The respondent proposes several changes to address these issues. These include limiting households with private parking to one permit, allowing up to two permits for households without off-street parking, introducing a 24/7 residents-only parking scheme across the area, extending restrictions to currently unrestricted areas, removing time-limited bays, and relying instead on a visitor permit system. Overall, the response supports stronger protections for residents' parking while seeking a fairer allocation of permits based on parking need.

Formal responses – St Mary's Street Residents Association

The objections centres on concerns that the proposed permit scheme would place additional pressure on St Mary's Street, which respondents describe as already operating at full parking capacity. Residents argue that extending permit eligibility to other streets

could increase competition for limited spaces, generate additional traffic from drivers searching for parking, and potentially worsen existing congestion, air quality and pedestrian safety issues.

The response also questions the evidence underpinning the proposal, citing a lack of parking occupancy data, permit forecasts and impact assessments, while expressing concerns about enforcement, fairness and the potential effect on community cohesion. Respondents acknowledge the benefits of digitisation but believe the proposal has not adequately considered local circumstances, future housing growth or alternative approaches such as greater use of existing car parks, traffic management measures and a more strategic approach to transport and parking across the town. Overall, the objection reflects a view that the proposal risks creating additional problems without sufficiently demonstrating how it would improve parking provision for existing residents.

Objection Letter – St Mary’s Street resident

This objection letter was from a resident of St Mary’s Street. The resident expresses strong objection to the proposed changes, stating that the scheme will worsen parking conditions for St Mary’s Street residents. The sentiment among other residents is also strongly negative. The response states St Mary’s Street lacks enough parking spaces for its own residents. The proposal would reduce availability and accessibility, especially for elderly and mobility-impaired residents, who would be forced to park further away and negotiate steep hills.

There is mention that residents rarely manage to park near their homes. The situation is exacerbated by shoppers and tradespeople using the limited spaces for short-term parking, leading to a constant cycle of cars coming and going. The letter suggests creating additional resident parking spaces by converting single and some double yellow lines on Listley Street to resident-only parking. It also proposes allowing Listley Street residents to park in selected spaces in the Listley Street Car Park behind the library.

The resident raises concerns about the digital dependency of the permit system, noting that many people lack access to computers or smartphones and prefer conventional payment methods. Digital scanning is also limited in bumper-to-bumper street parking situations. The letter strongly opposes extending permit eligibility to non-residents of St Mary’s Street, arguing that this would overwhelm the already limited spaces and defeat the purpose of the scheme.

Overall, the resident requests that St Mary’s Street remain an exclusive permit zone for its immediate residents and they urge the council to find alternative parking solutions for non-residents and not compromise the safety and viability of the street.

Email 3 – St Leonard’s Close resident

This respondent objects to the proposed zonal parking scheme on accessibility and equality grounds. They explain that, as a Blue Badge holder living in St Leonards Close, the current parking arrangements meet their needs by allowing them to park close to their home. They are concerned that the proposed zone would extend over half a mile from their property, which they consider an unreasonable distance given their disability.

The respondent believes the proposal could place them at a disadvantage and negatively

affect their independence and ability to undertake daily activities. They state that other proposed changes, such as permit-only parking or extended restrictions, would not address this issue. As a potential solution, they request consideration of a designated disabled parking space within St Leonards Close, with sufficient access space to accommodate their walking aid.

Email 4 – Holiday Home owner questions

This email came in from someone who owns and manages a holiday home in Bridgnorth and they wanted to know how the proposal would affect the way they manage the business day to day and how it would affect their customers. They were seeking clarification rather than an objection or support and they were also going to fill out the online survey.

Objection emails

These emails are a formal objection sent in from residents and repeatedly take the same form and have come in from several people. They have also been used to serve as comments within the online survey.

The residents strongly object to any changes to the Bridgnorth Parking Permit Scheme that would allow non-residents of St Mary's Street to obtain permits for parking on the street. They argue that St Mary's Street is a narrow historic road with very limited parking capacity, where residents already struggle to find spaces close to their homes. Allowing additional permit holders would, in their view, overwhelm the available parking and undermine the purpose of the residents' permit scheme.

The objection also highlights concerns about increased traffic, congestion, air pollution, pedestrian safety, emergency vehicle access, and the risk of damage to vehicles and historic buildings caused by drivers searching for parking spaces. The residents consider it unfair that residents would be required to pay permit fees while competing for spaces with non-residents and it is suggested that visitors and non-residents should instead use nearby public car parks.

Overall, the respondents believe the proposal prioritises parking utilisation over resident needs and would negatively affect the quality of life, accessibility, and safety of those living on St Mary's Street. They therefore request that St Mary's Street remains a separate permit zone reserved exclusively for its residents.

Extended comments

These were extended comments on a paper copy of a survey. The respondent had general concerns about the implementation of the proposal and how it will work with existing visitor passes and blue badge disabled parking, and how specifically funerals will work in East Castle Street. There is concern that the Town Council has not been involved in this process as they have background knowledge of Bridgnorth and can advocate for residents.

The author has some concerns about the displacement traffic hunting for parking and how that will be resolved, considering it is already happening. The respondent also had concerns about how, if the proposal was implemented, it will be perceived by those

affected and the wider knock-on effect on community spirit, traffic, the economy and the environment.

Section summary

The respondent profile suggests that the consultation primarily captured the views of those most directly affected by the proposals. Most respondents were Bridgnorth residents, with a strong representation of existing permit holders, older residents, retired people and households with two vehicles. The demographic profile broadly reflects the characteristics of Bridgnorth and provides confidence that the findings represent the views of those who are likely to experience the greatest impact from any changes to the residents' parking scheme.

Across the survey responses, written correspondence, emails, letters and extended comments, there is a high degree of consistency in the themes raised. The dominant finding is that respondents are generally opposed to the proposed three-zone parking model, with concerns centred on the potential loss of the ability to park close to home, increased competition for existing parking spaces, and the belief that the proposals would redistribute parking demand without creating additional capacity. Accessibility concerns featured strongly throughout the feedback, particularly in relation to older residents, disabled people, carers and those with mobility difficulties who rely on being able to park near their homes. Concerns regarding increased traffic, congestion, air pollution, road safety and displacement parking were also raised repeatedly across all forms of engagement.

The correspondence received outside of the survey aligns closely with the themes identified within the survey responses. Emails and objection letters consistently raised concerns about limited parking capacity, the impact on residents' ability to park near their properties, the implications for vulnerable residents, and the perceived lack of evidence supporting the proposed changes. Particular concern was expressed by residents of St Mary's Street and East Castle Street, who argued that existing arrangements generally work well and that widening permit eligibility would undermine the purpose of resident parking schemes. These views mirror the most common themes identified throughout the survey analysis.

Whilst opposition was the predominant view, the feedback also identified a smaller but notable group of respondents who supported aspects of the proposal. Supportive respondents generally viewed the current arrangements as fragmented, unfair or ineffective and welcomed the potential for larger parking zones, improved flexibility, stronger enforcement and the introduction of digital permits. Importantly, support for digital modernisation was evident across both supporters and opponents of the wider proposal, suggesting this may be one area of broader consensus.

Overall, the evidence from the online survey and additional correspondence demonstrates a strong alignment in respondent sentiment. While there are differing opinions regarding how parking should be managed in the future, the majority of feedback consistently emphasises the importance of maintaining accessibility, protecting residents' ability to park close to home, providing clearer evidence for change, and ensuring that any future parking arrangements reflect the unique characteristics and parking pressures of Bridgnorth.

4 Face to face engagement

A day-long in-person session hosted at the Castle Hall, attended by Shropshire Council employees, and representatives of WSP, West Mercia Police and elected councillors. There was a press release about the sessions, which was shared by Councillors, as well as a link on the Get Involved website alongside the survey. The morning meeting was attended by 4 officers and 3 councillors, and the afternoon session was attended by 2 further officers. There was also a police presence.

The feedback presented here are summaries of the conversations Shropshire Council officers had with residents, which is valuable to see if there is alignment with the online survey and whether the opinions are that of the wider community of Bridgnorth.

The conversations are split between 5 officers. It must be noted that at the meeting, there were no notes taken and these are retrospective reflections. This was an officer decision to remain present and actively listen to the concerns and questions of residents.

Officer 1 – Morning session/all day

The officer was questioned about why they were not taking notes, to which they responded that they were listening and wanted to hear people's responses and concerns. The officer felt that there was an acceptance from the attendees with this explanation.

Zones

- The officer reflected that the Orange, Green and Pink zones were not opposed to generally, but there were questions and concerns about areas such as St Leonards Steps.
- The opposition to the zonal scheme came from residents within the Blue zone who already have resident permits. They asserted that the zone works and the addition of more areas would increase the difficulty in finding a parking space. Many did acknowledge local parking pressures, but this did not affect the opinion that the existing scheme works in the majority.
- Most of the residents the officer spoke to were from East and West Castle Street and St Mary's Street, with a smaller group from Cartway, St Leonards Steps and Wardle Close.
- There was concern from the residents that this proposal had been put out without engagement first, with a perception that a decision had been made. The officer explained that this was a 'scoping' engagement piece meant to allow discussion.

Local concerns/Scheme details

- Concerns around the 40-minute waiting on St Mary's Street as it encouraged people to drive through a narrow street to find a space and residents felt there was plenty of capacity of local car parks at Listley Street.
- Mix of feedback around the 40-minute limited waiting with most of the concerns more towards the end of the day when people come to visit the curry house and dentists on West Castle Street etc. There were suggestions that the 40 min waiting

times could be shortened to serve the main High Street but not support the longer stays towards end of day when residents are coming home to park.

- Concerns on second homes and how this would impact residents.
- Concern from residents around visitors to the house such as cleaners and how this could be managed. The officer relayed the current policy 200 visitor hours still forms part of the resident permit and which could be used for this purpose.
- Business needs to be considered as part of the scheme as due to the layout many businesses sit on residential streets, which is also part of the town's attraction. Many of these pay a lot to use nearby car parks such as Listley Street and would like options for them at a reasonable price to be considered. There was a suggestion around a business permit being considered.
- Cartway is an issue locally for several reasons including parking blocking access for emergency services and for use against the except for access. The new zones will suggest a resolution to this and help the police. The officer reported positive feelings around this aspect of the proposal.
- Many stated that they wanted the street scheme to be left in place and to use local car parks and other streets, that want or need parking, should support this.
- On St Mary's Street there is a dropped kerb that the residents state is no longer needed, this has taken out a parking bay and it was asked if this could be reviewed.
- 2 permit per property was welcomed.
- The 'Night Owl' permit for Listley Street Car parks was also welcomed.

Growth of Town through Planning/Houses

- Many residents were concerned regarding growth of the town. They wanted to know how the Council was going to deal with requirement for additional parking/transport options and the pressure this could put on residential streets.

Timing/Publicity

- The officer reported many residents were queuing ready to start at the advertised time of 10am but were left waiting for the arrival of other officers.
- The feeling was that there needed to be more notice of the engagement. When explained that this was a matter of timing before the summer holidays, the officer felt that circa 75% of people seemed to accept the reason but they continued to feel it was not allowing many people the chance to attend.
- Many people were anxious and emotions heightened particularly surrounding discussions on the blue zone proposal.

Elected Representatives and Other Bodies

- The officer noted that there were some local members available and the police, which the officer felt had been appreciated by the attendees.
- There were some comments that the Town Council had not been involved and that would have been a welcome addition.

Carer Permits

- There were some concerns about attendance by Carers and the officer confirmed

this would be considered as part of the scheme.

Discriminatory

- A few residents raised concerns that the expectation of greater walking distances and reliance on smartphones excluded certain members of the community, particularly the elderly.
- The officer explained that Blue Badges can be considered within the scheme and some designated spots added on street to help those members of the community and the library can help support local residents needing access to the internet. In addition, there would be telephone support.
- A few residents raised the ideas of considering dedicated resident blue badge spaces in the proposal.

Officer 2 – Afternoon session

Zones

- The officer had no opposition from residents within the Green, Orange and Pink zones, with opposition coming entirely from residents within the Blue Zone.
- The officer felt the group acknowledge the pressures of parking in Bridgnorth but that they felt the proposal disproportionate. The attendees offered alternate and smaller-scale proposals including re-designation of loading bays to resident bays.
- The attendees acknowledged that the town's imminent growth did necessitate something happening.

Timings/Publicity

- The timing of the session seemed to elicit conversation. It was explained that the immediacy of the session was a matter of timing before the summer holidays.
- The officer felt that when presented with this explanation, most attendees understood and accepted the reason.

Elected Representatives

- Residents were concerned that the Town Council had not been involved in the planning of the proposal.

Carer/Social Worker Permits

- The officer met with a few social workers and carers who raised concerns about access to their patients.
- The officer explained about the Carer's Permit.

Discriminatory

- Residents raised concerns about the expectation of greater walking distances. The officer acknowledged this is an unfortunate reality of parking needs exceeding capacity.
- Residents also raised concerns about the reliance on digital servicing which they felt excluded certain members of the community, particularly the elderly. The officer explained that the system does still include a telephone number that can be used as an alternative, in addition to the Council continuing to provide weekly drop-in sessions to support connectivity issues.

Cartway

- The officer noted some interest in addressing the 'rat-running' through Cartway. A resident said that 'fixing Cartway would fix the town.'

Officer 3 – morning session

The officer found the atmosphere generally positive once the proposal had been explained and answered questions.

St Mary's Street

- Residents seem unhappy that Listley Street residents were being added to the zone.
- They wanted to keep St Mary's Street scheme as a one street scheme.

Cartway/St Friars Street

- Officer received several positive comments regarding the Cartway and St Friars Street proposal.
- They appreciate that the proposal would prevent indiscriminate parking and motorists using it as a short cut.

Officer 4 – afternoon session

General feedback

- There was an impassioned conversation with care staff of a patient in West Castle Street regarding care permits.
- The officer reported that residents felt misinformed about this and the previous consultation.
- The officer reported that the inclusion of capability for 2 permits for each property has appeased some residents but has fractured other groups of the community, most notably St Mary's Street, East Castle Street and St Leonard's Close in their opposition and support, with some agreeing with the 2 permits per property and others disagreeing, whereas in the previous consultation, they were united in opposition to that proposal.

Blue zone

- There was concern over the neighbouring streets with low parking provision flooding the streets that have a higher capacity.
- Residents expressed expectations around the level of enforcement for the area, especially as there is a desire for 24/7 permit holder only areas.
- There were special requests for the 'Night Owl' permits in Listley Street Car parks for any 3 cars and a second car permit in the car parks rather than use on street parking.
- There were expectations that new marked bays will be drawn up on West Castle Street, Listley Street and St Leonards.

Lower Town

- The officer reported that they had no conversations with anyone from Underhill, Severn Street, Kings Loade or Wardle Close.
- The officer suggested that there were a combination of reasons that residents might not

have been present, which included the immediacy of the sessions, the heat and the distance of the venue.

Officer 5 – morning session/ all day

The officer noted very similar discussions to the previous officers.

Cartway

- The officer had a discussion with a couple who live on Cartway that object to permits being made available to people who have driveways, with a preference for people who have driveways and want permits being subject to a higher charge.
- The officer noted that Listley Street residents were pleased to be included in a zone.
- There were a number of positive comments around increasing the permits from 1 to 2.
- In discussion with representatives from the Chamber of Commerce, the officer noted that visitors were not able to access the dual-purpose bays as residents were accessing them so they would like to see some dedicated limited waiting bays for visitors.

Section Summary

The feedback gathered during the face-to-face engagement sessions closely aligns with the themes identified throughout the online survey, written correspondence, emails and objection letters. Across the officer reflections, the dominant concerns related to the proposed three-zone model, particularly within the proposed Blue Zone, where residents consistently expressed fears about increased competition for a limited number of parking spaces and a reduced ability to park close to their homes. Residents from areas such as St Mary's Street, East Castle Street and St Leonard's Close frequently stated that the existing arrangements generally work well and questioned the need for significant change. These concerns directly mirror the most common themes identified within the survey responses and correspondence.

The engagement sessions also reinforced widespread concerns regarding accessibility and equality. Residents repeatedly highlighted the potential impact on older people, disabled residents, carers and those with mobility difficulties if they were required to park further from their homes. Concerns were also raised regarding digital exclusion and the move towards a digital permit system. These issues were prominent throughout the survey findings and written submissions, demonstrating a strong consistency between the different engagement methods.

Concerns about displacement parking, increased traffic, congestion, air quality and road safety were similarly evident during the engagement sessions. Residents frequently suggested that larger parking zones would encourage drivers to circulate residential streets searching for spaces, while others raised concerns about emergency vehicle access, narrow roads and existing parking pressures. These views closely reflect the themes that emerged repeatedly through survey comments, emails and objection letters.

The face-to-face discussions also echoed concerns regarding the consultation process

itself. Many residents felt that engagement had taken place too late in the process, that insufficient notice had been given for events, and that Bridgnorth Town Council should have been more closely involved. Residents sought greater transparency regarding the rationale for change and how decisions would ultimately be made. These concerns strongly align with comments received through the survey and correspondence, where respondents repeatedly called for clearer communication, stronger evidence, earlier engagement and greater transparency.

Whilst opposition to the proposed zonal arrangements was the dominant sentiment, the engagement sessions also reflected some of the more positive themes identified elsewhere in the consultation. Officers reported support for retaining two permits per household, interest in addressing long-standing parking issues in locations such as Cartway, and recognition that future housing growth may require changes to current arrangements. There was also acceptance among some residents that parking pressures exist and that solutions may be needed, provided they are proportionate and responsive to local circumstances. These findings align with the smaller but notable proportion of survey respondents who supported greater flexibility, improved enforcement and modernisation of the permit system.

Overall, the face-to-face engagement sessions demonstrate a high degree of consistency with the wider consultation findings. Both the survey responses and direct discussions indicate that most residents are concerned about maintaining the ability to park close to home, protecting accessibility for vulnerable groups, preventing displacement parking and ensuring any future changes are supported by clear evidence. The engagement sessions therefore provide additional confidence that the themes identified throughout this report accurately reflect the views and priorities of those most affected by the proposed parking scheme changes.

5 Recommendations

Through the analysis of the feedback in the survey, there are several recommendations that could be made, as areas of consideration to help with the proposal for Bridgnorth Resident Parking Permits. Where appropriate, they balance financial realities with statutory duties, equality considerations and long-term preventative value. It is acknowledged that there will be budget and staffing constraints and other limiting factors that may prevent these recommendations from being taken forward and implemented.

The recommendations have been split into 2 sections, based on the feedback presented during the analysis of this report. There will be recommendations based on future engagement for this proposal, which is based directly on comments from the online survey respondents and face to face resident session. The other recommendations will be based on the proposal, which are framed as considerations rather than definitive actions, reflecting the mixed views expressed by residents and the balance between parking realities and statutory duties.

Future Engagement recommendations

1. Engage Earlier in the Development Process

Consider involving residents, businesses, local organisations and community representatives before detailed proposals are developed, allowing local knowledge and concerns to help shape potential options from the outset rather than consulting on a preferred approach. This may help address perceptions that decisions have already been made.

2. Strengthen Partnership Working with Bridgnorth Town Council

Future engagement could include closer involvement of Bridgnorth Town Council throughout the development process, recognising the value residents place on local knowledge and the Town Council's understanding of community needs and parking pressures

3. Improve Communication and Promotion of Engagement Activities

Provide earlier notice of consultations, workshops and engagement events, using a range of communication channels to maximise awareness. Respondents highlighted concerns about limited notice periods and some only becoming aware of the consultation through informal community networks. This could also help to facilitate gaining more responses from a wider representation of Bridgnorth residents.

4. Publish a Clear Engagement Timeline

Develop and communicate a transparent timetable showing key stages of engagement, consultation, analysis, decision-making and any subsequent statutory processes. This could help residents understand how and when they can influence decisions.

5. Clearly Explain the Purpose of Engagement

Future engagement materials should clearly explain:

- The problem being addressed.
- Why change is being considered.

- What evidence has informed the proposals.
- Which aspects are open to influence.
- How feedback will be used.

Many respondents stated they were unclear about the rationale for change and what outcomes the Council was seeking to achieve.

6. Share Supporting Evidence More Transparently

Consider publishing parking surveys, occupancy data, capacity assessments, equality considerations and other supporting evidence alongside future engagement activities. This would help residents understand the basis for proposals and provide more informed feedback.

7. Present Multiple Options Rather Than a Single Proposal

Where possible, engagement could seek views on a range of potential solutions, including smaller zones, retention of existing arrangements, enhanced enforcement, use of car parks and bespoke local solutions. Respondents frequently suggested alternative approaches and may welcome opportunities to compare options.

8. Increase Opportunities for Two-Way Dialogue

Alongside surveys, future engagement could include more well-timed drop-in sessions. Many respondents wished to discuss proposals directly and felt that meaningful dialogue would improve understanding and trust.

9. Target Engagement Towards Affected Areas

Consider more localised engagement for areas experiencing specific concerns, such as St Mary's Street, East Castle Street, St Leonard's and other streets with unique parking challenges. Residents frequently argued that experiences vary considerably between locations and that local circumstances should inform solutions.

10. Ensure Engagement is Accessible and Inclusive

Future engagement should continue to offer both digital and non-digital methods of participation. Particular consideration should be given to older residents, disabled people, carers and those with limited digital confidence to ensure all groups can participate effectively.

11. Demonstrate How Feedback Has Influenced Decisions

Following engagement, provide clear feedback reports showing:

- What residents said.
- The key themes identified.
- How feedback influenced proposals.
- Which suggestions can or cannot be taken forward and why.

This would support transparency and help build confidence that participation has value. A strong theme throughout the feedback was the desire for openness and transparency.

12. Continue Resident-Led Engagement Throughout Future Stages

As the proposal progresses, maintain engagement throughout informal consultation, option development and any future statutory consultation stages. Respondents consistently expressed a desire for ongoing involvement in shaping any future parking arrangements.

Proposal recommendations

1. Consideration of Additional Evidence and Information

A number of respondents requested further information regarding parking capacity, occupancy levels and future demand across different areas of Bridgnorth. Feedback indicated that some residents would welcome additional supporting evidence to help understand the rationale for any proposed changes and their potential impacts.

2. Consideration of Local Circumstances

Responses highlighted that parking experiences and challenges can vary considerably between different parts of Bridgnorth. Particular concerns were raised in locations including St Mary's Street, East Castle Street and St Leonard's, suggesting that local circumstances and existing parking pressures may be important considerations in any future scheme development.

3. Ensure Equality and Accessibility Considerations Remain Central

Any future scheme should continue to consider the needs of older residents, disabled people, carers, households with mobility challenges and those requiring support services. Accessibility concerns were one of the most consistent themes throughout the consultation

4. Explore Measures to Mitigate Displacement Parking

Many respondents expressed concern that parking demand could be displaced into neighbouring streets and residential areas. Future design work could consider how potential displacement effects might be monitored and mitigated, particularly in locations already experiencing parking pressure.

5. Explore Alternative Parking Solutions Alongside Permit Changes

Residents frequently suggested complementary measures including:

- Better utilisation of existing council car parks.
- Resident parking arrangements within council car parks.
- Smaller parking zones.
- Enhanced enforcement.
- Additional resident parking provision where feasible.
- Extended permit-controlled hours in some locations.

These options could be explored alongside any future permit scheme changes

6. Retain the Benefits of Digital Modernisation Whilst Providing Non-Digital Access

There was broad support for modernising the permit system through digital permits, although some respondents raised concerns regarding digital exclusion. Consider maintaining alternative access routes, such as telephone and assisted services, to ensure accessibility for all residents.

7. Review Visitor, Carer and Essential Service Arrangements

Respondents frequently highlighted the importance of accommodating visitors, carers, health workers, support services and emergency situations. Future scheme design could review whether proposed visitor hours and permit arrangements adequately reflect these

needs.

8. Consider Future Housing Growth and Changing Parking Demand

Residents repeatedly raised concerns about planned housing growth and future parking pressures. Future scheme development could consider how parking arrangements will respond to population growth and evolving travel patterns over the longer term.

9. Review Enforcement Arrangements Regardless of the Final Scheme

Across both supporters and opponents of the proposal, there was consistent support for stronger enforcement of parking restrictions and permit conditions. Improved enforcement was frequently suggested as a way of addressing existing parking concerns, irrespective of whether significant scheme changes are introduced.

6 Summary and Conclusion

This report presents the findings of the Bridgnorth Residents Permit Parking consultation. This took the form of an online survey, paper copies of that survey and 2 engagement sessions. The survey overall gathered 258 responses

The consultation on the proposed refresh of the Bridgnorth Residents' Parking Scheme attracted significant engagement from residents and generated a substantial volume of detailed feedback. The respondent profile broadly reflected the demographic characteristics of Bridgnorth, with strong participation from residents, existing permit holders, older people and households reliant on resident parking arrangements. This provides confidence that the findings represent the views of those most likely to be affected by any future changes.

Across all forms of engagement, including the online survey, paper surveys, emails, letters and face-to-face discussions, there was a high degree of consistency in the themes raised. The dominant view was opposition to the proposed three-zone parking model, with most respondents expressing concern that the proposals would increase competition for a fixed number of parking spaces without creating additional parking capacity. Residents frequently stated that their priority is the ability to park as close as possible to their homes and many felt the proposed zonal arrangements could undermine this. Concerns regarding accessibility, particularly for older residents, disabled people, carers and those with mobility difficulties, were a recurring feature throughout the feedback. Residents also raised concerns about displacement parking, increased traffic, congestion, air pollution, road safety and the potential impact on community character and quality of life.

Analysis identified a frequency of shared concerns, including evidence of co-ordinated responses from particular streets, including limited parking capacity means residents often can't park close to home; wider eligibility could increase traffic searching for spaces, congestion, emissions and safety risks on narrow residential roads; a digital-first system could disadvantage people without smartphones, computers or confidence using digital services and; the proposed annual permit charge may feel unfair if residents still have no realistic chance of finding a space.

While these responses reflect a shared local concern and remain valid contributions, they largely represent views from a specific geographic area rather than the wider respondent group.

While opposition was the predominant response, the consultation also identified a smaller but notable group of respondents who supported the proposals. Supporters generally viewed the existing arrangements as fragmented, inconsistent or unfair and welcomed the opportunity to create larger parking zones that could provide greater flexibility, improved utilisation of available parking spaces and a simpler, more modern permit system. There was also support for stronger enforcement and broader parking protections for streets currently experiencing parking pressures but without access to resident permits. Importantly, support for the introduction of digital permits extended beyond those who supported the wider proposals, suggesting a degree of consensus around modernising the administration of the scheme.

The face-to-face engagement sessions largely reinforced the findings from the survey

and correspondence. Residents raised similar concerns regarding parking capacity, accessibility, displacement parking, consultation processes and the need for stronger evidence to justify change. Officers also reported recognition from some residents that parking pressures exist and that future housing growth may require action, although many questioned whether the proposed three-zone model was the most appropriate solution.

Conclusion

The consultation demonstrates that resident parking is a highly important and emotive issue for Bridgnorth residents, with many respondents' viewing parking availability as closely linked to accessibility, independence, safety and quality of life. The evidence gathered through the consultation indicates that the proposed three-zone model has not secured broad public support, with concerns centred on the perceived risk of increasing demand for existing parking spaces without providing additional capacity. These concerns were expressed consistently across all engagement methods and were particularly strong among residents living in areas where existing permit arrangements are generally considered to work effectively.

At the same time, the consultation has highlighted areas of common ground. Respondents across both supportive and opposing viewpoints recognised the challenges created by existing parking pressures and acknowledged the need for effective parking management. There was broad support for improved enforcement, stronger evidence-led decision making, continued accessibility considerations, and modernisation of permit administration through digital systems, provided suitable alternatives remain available for those who may be digitally excluded.

Overall, the findings suggest that any future development of the parking scheme would benefit from further evidence gathering, continued engagement with residents and consideration of alternative or more localised approaches that balance flexibility with residents' desire to park close to home. The consultation has provided a clear message that residents wish to be actively involved in shaping future parking arrangements and expect any future proposals to reflect the unique characteristics, constraints and community priorities of Bridgnorth.

Analysis and reporting were conducted by the Feedback and Insight Team at Shropshire Council.

Many thanks are extended to the 285 online respondents, those that took the time to respond via other methods and those residents who attended the engagement sessions for their thorough and well considered responses.



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