Shropshire Chamber of Commerce

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Shropshire Council
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Parking Charges Consultation: Chamber Response

Thank you for the opportunity to comment on the proposed changes to parking charges in Shrewsbury. The Chamber recognises the need to maintain transport services and support sustainable travel. We are concerned, however, that higher charges and longer charging hours could make it harder for customers and staff to access the town centre.

The evidence shared by Shrewsbury BID raises questions that deserve careful consideration. Its report says that, following the November 2025 increases, hours parked fell by 9.7% while visits fell by 2.3%, and that town-centre spend is down despite higher footfall. These figures do not, on their own, establish that parking charges caused the change. They do, however, suggest a risk that people may make shorter visits and spend less when they come into town.

We ask the Council to assess the combined impact of the proposed hourly increases, charging until 8pm and changes to Sunday charges, not only on visitor numbers, but on length of stay, spending, evening trade and the cost of getting to work. The effect on staff, particularly those working shifts or at weekends, should be considered alongside the effect on customers.

We encourage the Council to consider whether more modest or phased increases, affordable longer-stay options and practical alternatives to driving could meet its objectives while protecting town-centre activity.

We would also welcome publication of the evidence used to assess the likely impact of the final proposals, and a commitment to monitor footfall, length of stay and trade after any changes. As a Chamber, we are keen to continue working with the Council and town-centre partners on a balanced approach that supports Shrewsbury's businesses and the wider local economy.

Kind regards

Ruth Ross
CEO

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