

# The Moderating Role of the Town Council

An Overview

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# Introduction

- Ludlow has parking and traffic problems!



# The Need for a Solution

- Since 2000 three major town centre highway schemes have been implemented in Ludlow
  - Market Square Enhancement
  - The Bull Ring Enhancement
  - On Street Pay & Display following decriminalisation

But only one scheme  
has been developed  
from start to finish with  
community  
participation from the  
very beginning!



# The Way Forward

- Traffic and parking is an emotive issue in Ludlow and has been the subject of many discussions and complaints.
- At the Finance & General Purposes Committee meeting on 14<sup>th</sup> June 2004 it was agreed to set up a Sub-Committee to deliberate on the issues relating to traffic management and parking in Ludlow. The Sub-Committee would be made up of both Councillors and members of the community and would be given a remit to put forward proposals to help alleviate traffic and parking issues in Ludlow.
- The inaugural meeting will take place on Wednesday 8<sup>th</sup> September 2004 at 7.30pm in the Buttercross, Ludlow



# The Plan of Action

- Set up the Highway & Parking Group
- A forum made up of representatives from all organisations with an interest in the town centre
- Officers from District & County
- Administered by the Town Council
- Sub-Committee of the Town Council
- Terms of Reference

# Remit

- To review and discuss the traffic and parking issues in Ludlow both in the town centre and in the residential and commercial
- To submit informed and well researched proposals to the Town Council that will help alleviate the existing issues

# Remit (continued)

- To work closely with South Shropshire District Council and Shropshire County Council to help implement traffic and parking improvements
- To lobby the relevant organisations to ensure that sensible proposals are implemented that will have a positive effect on the reduction of traffic and parking problems within Ludlow

# Remit (continued)

- To specifically consider the introduction of on-street parking in Ludlow, the use of Off-Street car parks, residents parking schemes, monitoring parking and traffic activity in Ludlow and a traffic management scheme.

# The Outcome

- Significant public consultations which were well attended
- A scheme that appeared to be well thought out and developed
- The implementation of an on-street parking scheme

# But.....

- The scheme implemented did not match the scheme agreed by the Highway & Parking Committee
- The introduction of double yellow lines throughout an environment of historic significance
- The erection of over 100 additional signs

# Lessons Learnt

- Aspirations do not normally meet practical implementation
- Interpretation of highway regulations can have a significant impact on the street environment
- Communication by all parties needs to be maintained constantly

# Lessons Learnt (Cont)

- Honesty is an integral part of implementing a successful scheme and to maintain the confidence and trust of all parties involved
- No matter how much consultation is carried out someone complains
- Consultation needs to be full, frank and clear

# And Finally

- There needs to be a degree of flexibility
- There needs to be an understanding that someone has to take the final decision and there is a point where consultation ends
- A strong case needs to be made on behalf of historic towns to be treated as both unique and special cases from a highway point of view