

Performance Management Scrutiny  
Committee  
Wednesday 5<sup>th</sup> June 2019  
Review of Parking Strategy Implementation

# New Pay and Display Machines

Parkeon Strada Pal



- Multi-services Kiosk running on solar power with a large full colour display screen
- Remote digital operation and cloud-computing technology has enabled deployment of a wide range of added-value without staff having to go into the field.
- Designed to minimize environmental impact from construction through to dismantling and recycling

# Development of Parking Data and Business intelligence

- 3 main sources of digital data
  1. Pay and display machines
  2. The Digital Payment system- Mipermit
  3. The Ravens Meadow multi storey car park pay

Project development underway using Power BI as a business analyses platform to facilitate both internal and external collaboration and share customised dashboards and interactive reports with built-in governance and security.

# Transactional data (pay and display machine only)

Data presented for County wide, Shrewsbury and Ludlow

Consistency county wide

Seasonal variation standard dip Jan, Feb and March

Peaks and troughs correspond with free Sunday, Public and Bank Holidays (no data), flooding and local events.

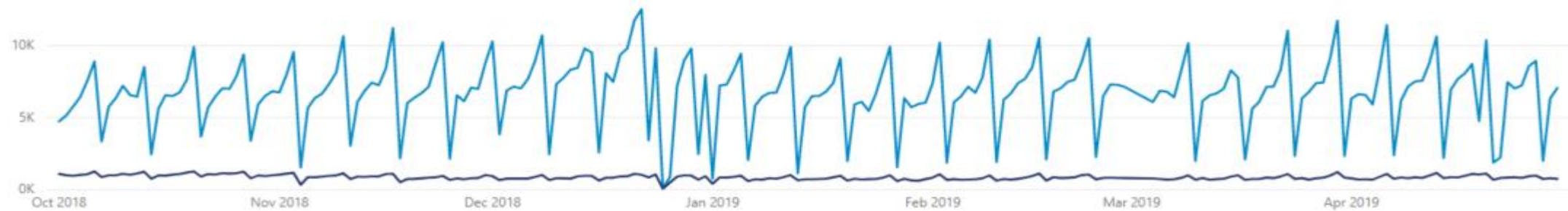
All



Implementation Date: (Blank)

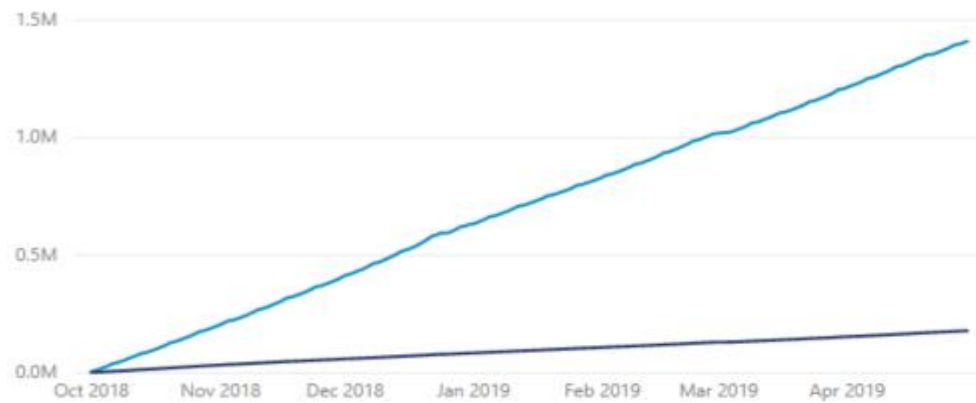
Number of transactions by day

Off/On ● Off ● On



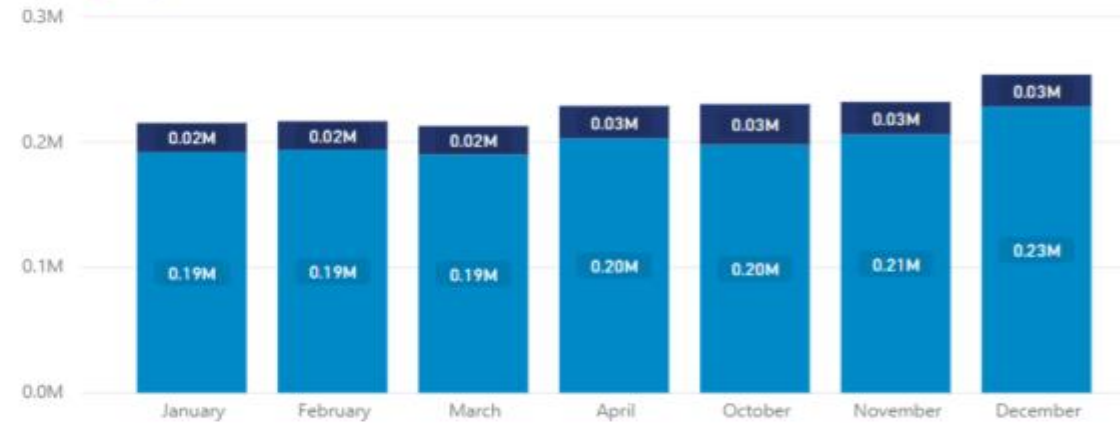
Accumulated transactions

Off/On ● Off ● On



Number of transactions by month

Off/On ● Off ● On



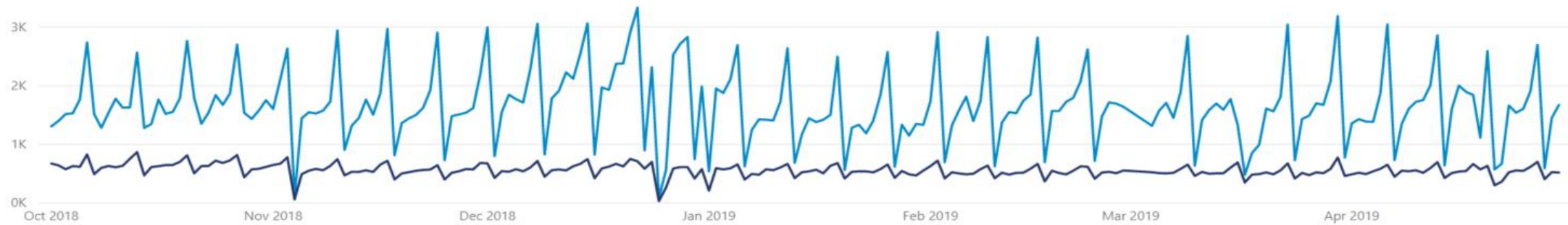
Shrewsbury



Implementation Date: 05 November 2018

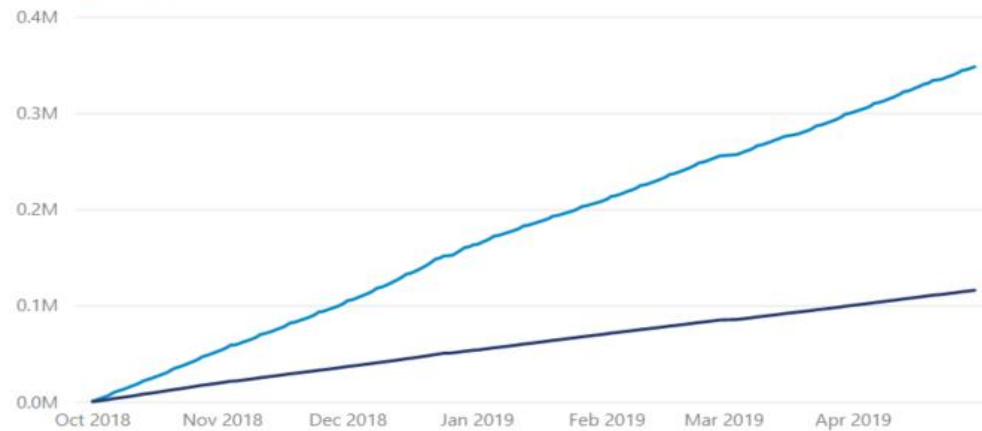
Number of transactions by day

Off/On ● Off ● On



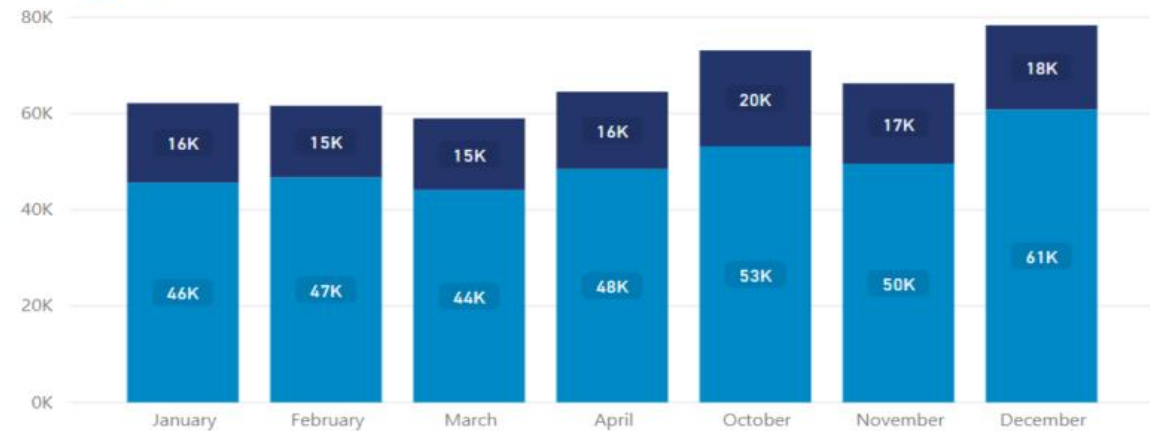
Accumulated transactions

Off/On ● Off ● On



Number of transactions by month

Off/On ● Off ● On





Shrewsbury



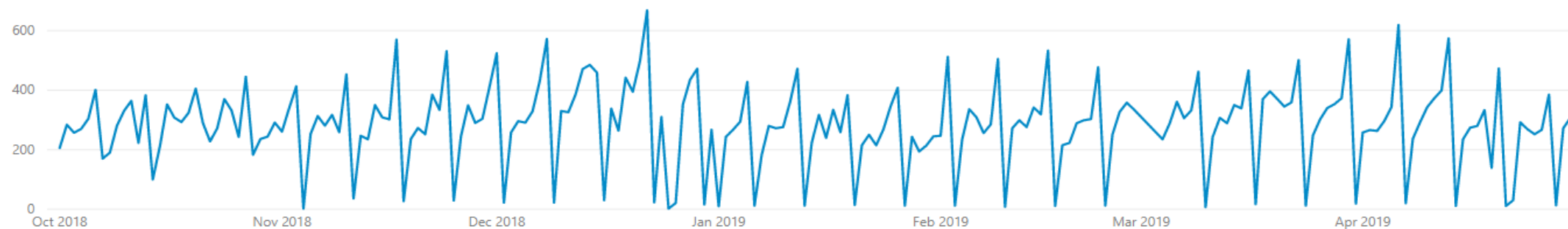
Abbey Foregate



Implementation Date: 05 November 2018

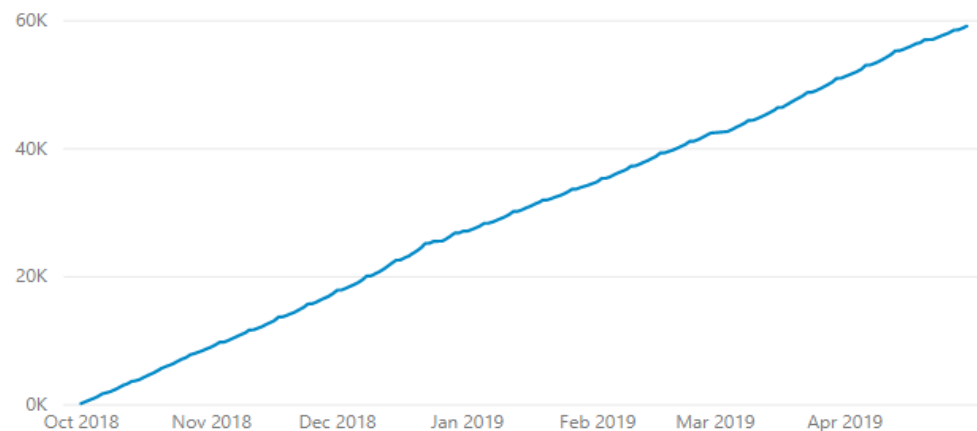
Number of transactions by day

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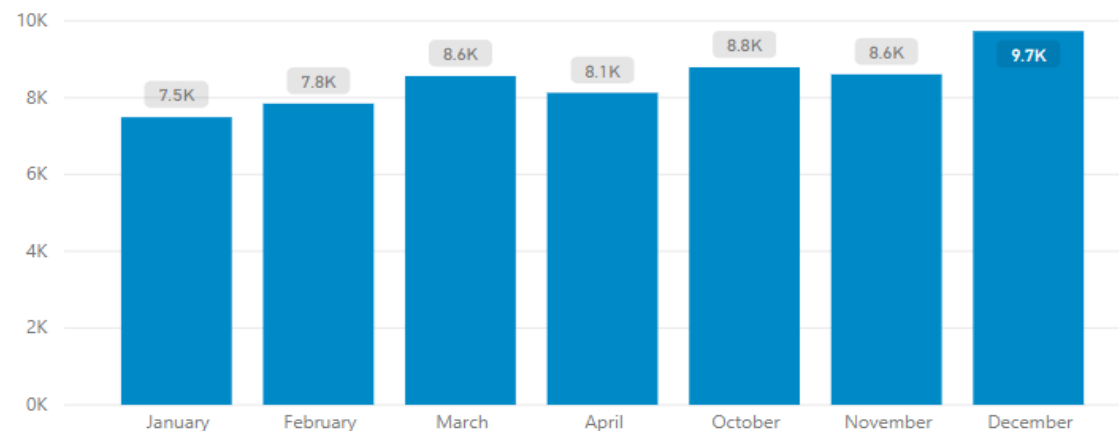
Accumulated transactions

Off/On ● Off



Number of transactions by month

Off/On ● Off



Shrewsbury



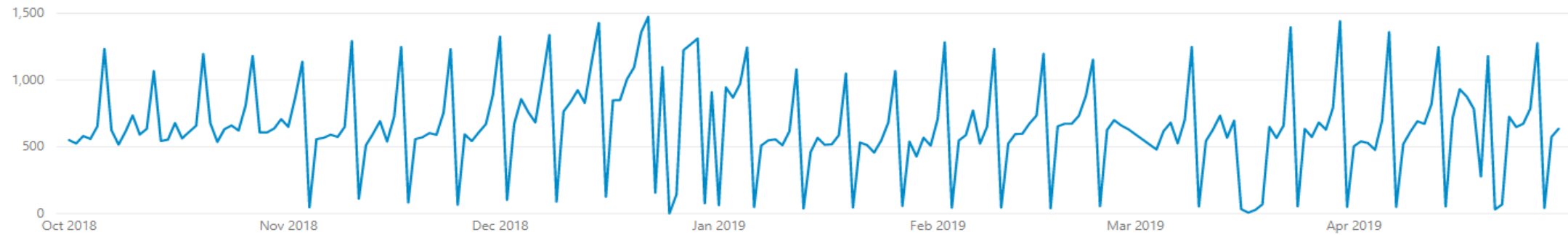
Frankwell Main



Implementation Date: 05 November 2018

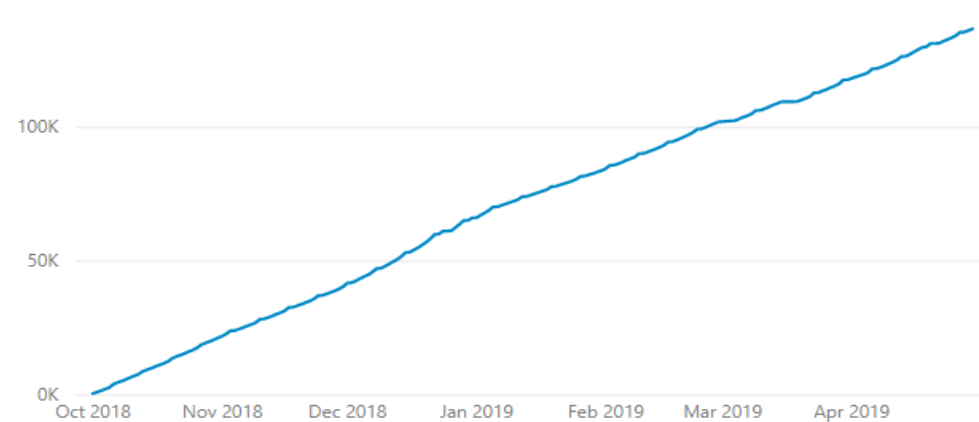
Number of transactions by day

Off/On ● Off



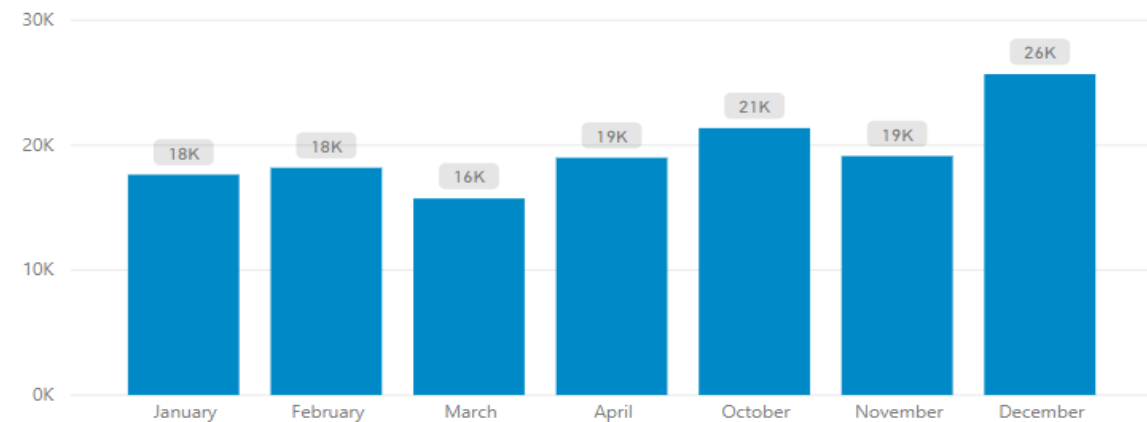
Accumulated transactions

Off/On ● Off



Number of transactions by month

Off/On ● Off







Shrewsbury



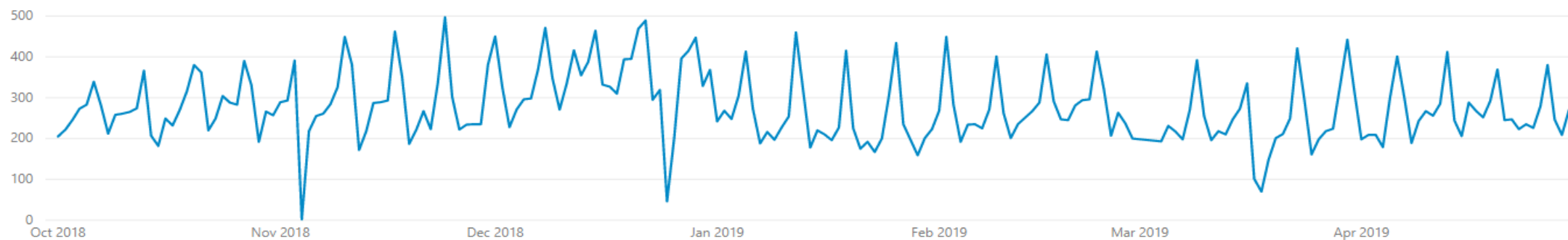
St Julian's Friars



Implementation Date: 05 November 2018

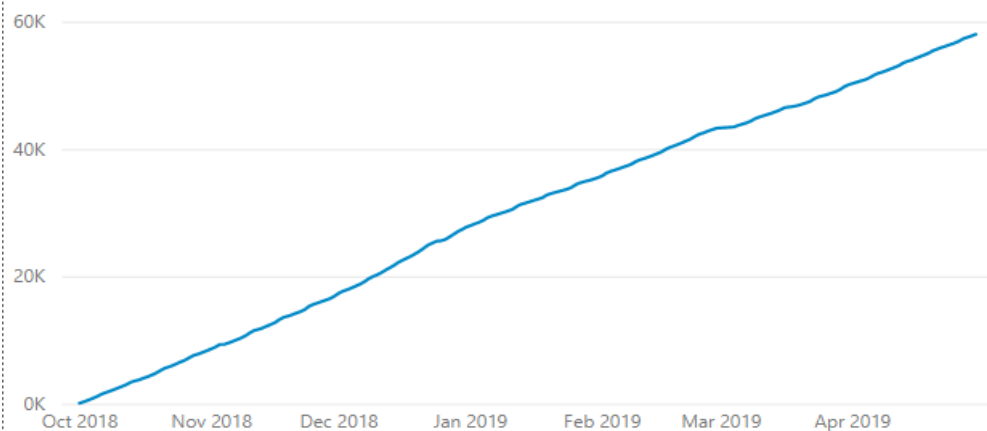
Number of transactions by day

Off/On ● Off



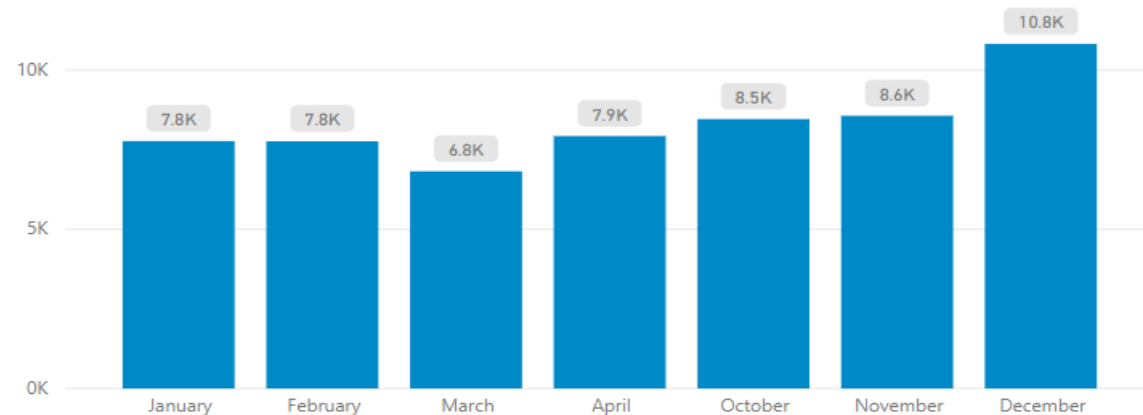
Accumulated transactions

Off/On ● Off



Number of transactions by month

Off/On ● Off





Ludlow



Implementation Date: 19 November 2018

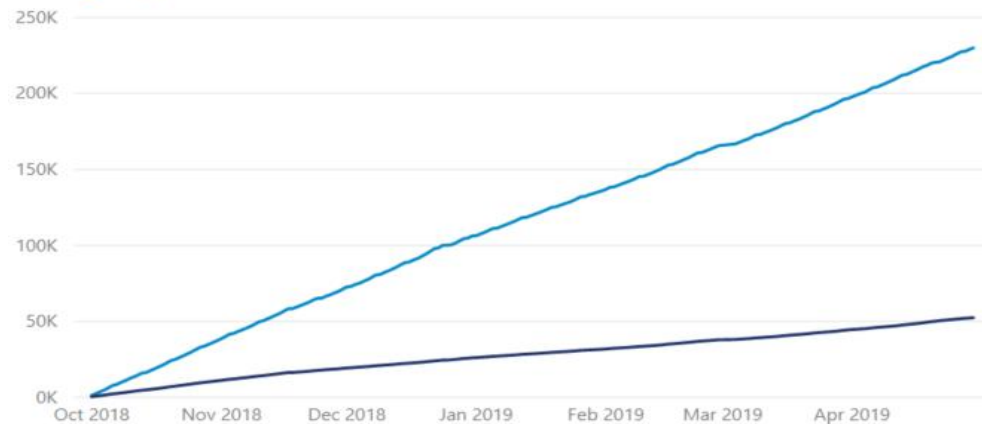
Number of transactions by day

Off/On ● Off ● On



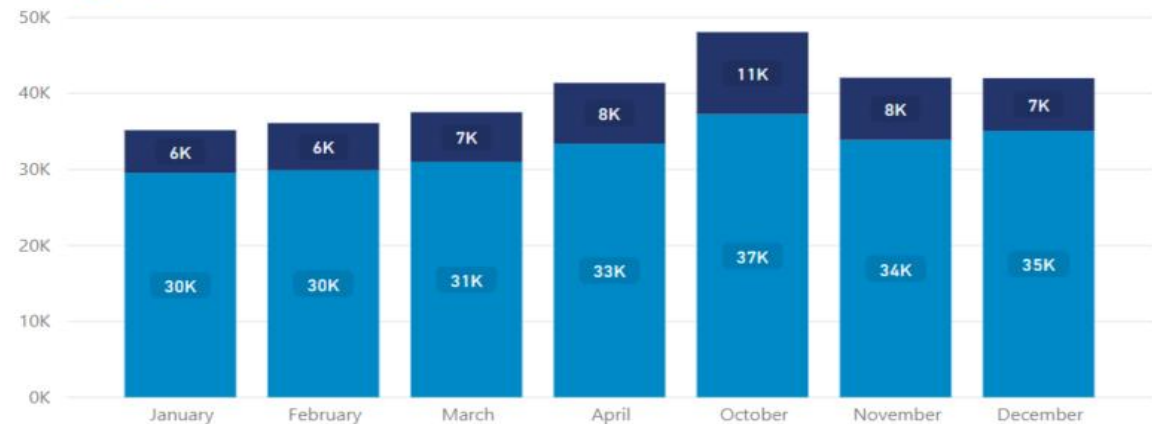
Accumulated transactions

Off/On ● Off ● On



Number of transactions by month

Off/On ● Off ● On





Ludlow



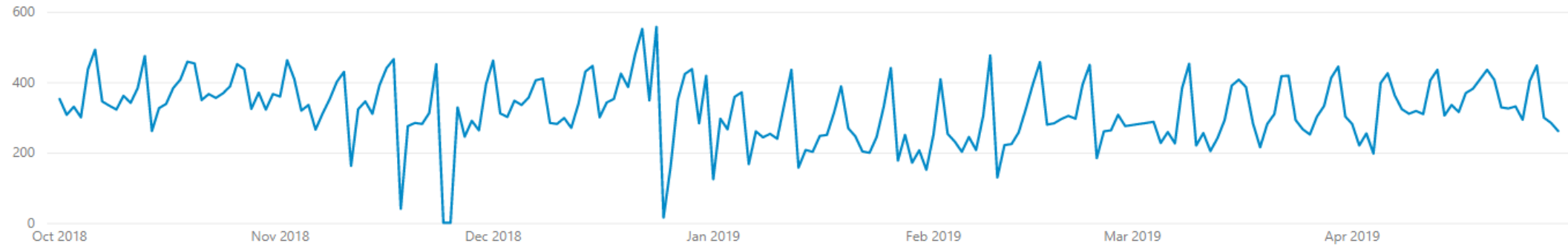
Castle St, Ludlow



Implementation Date: 19 November 2018

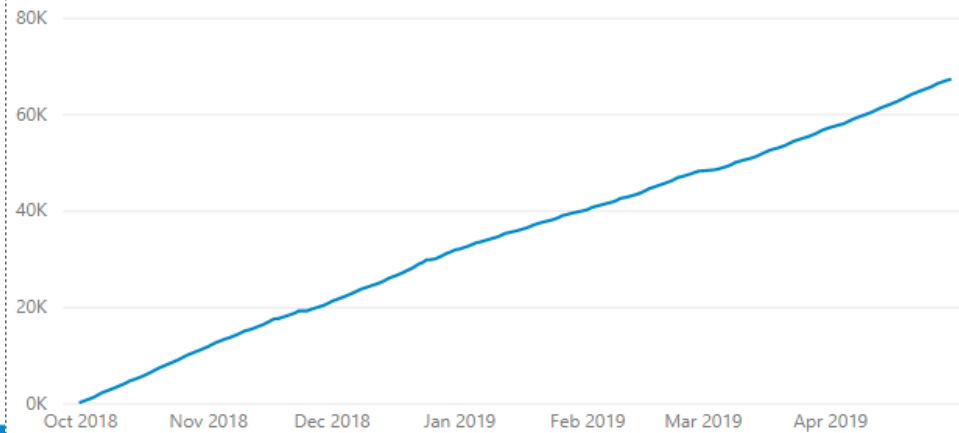
Number of transactions by day

Off/On ● Off



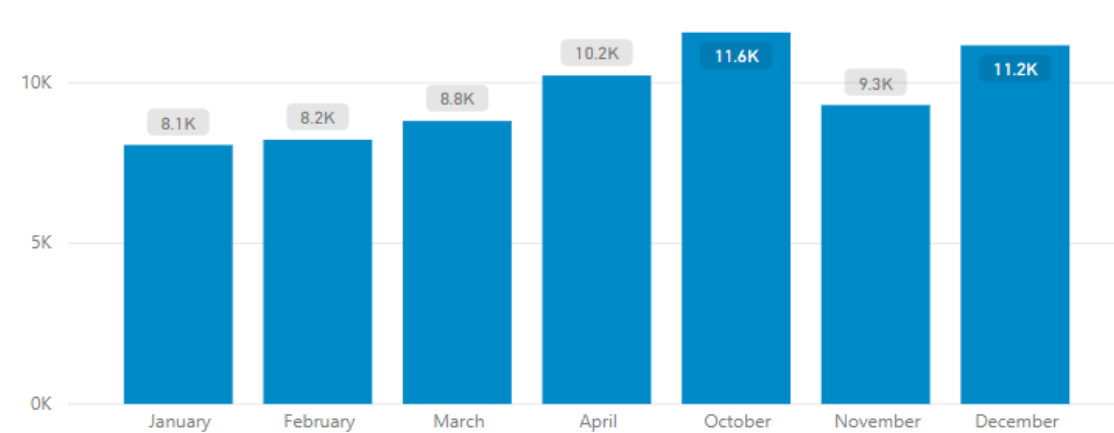
Accumulated transactions

Off/On ● Off



Number of transactions by month

Off/On ● Off





Ludlow



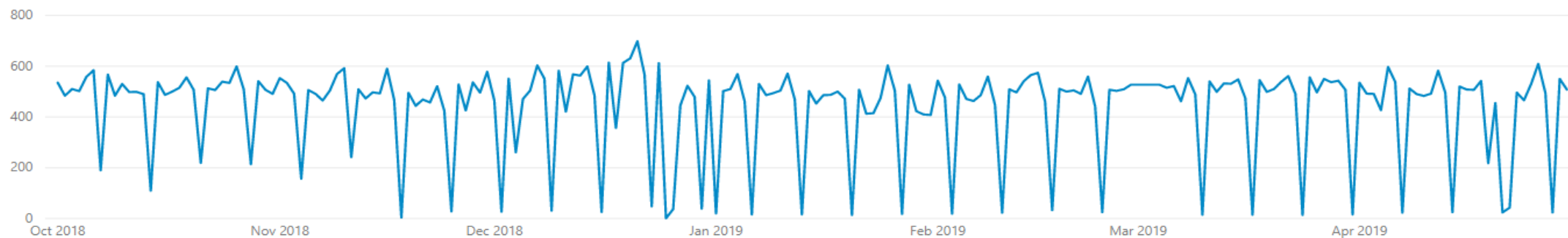
Galdeford A



Implementation Date: 19 November 2018

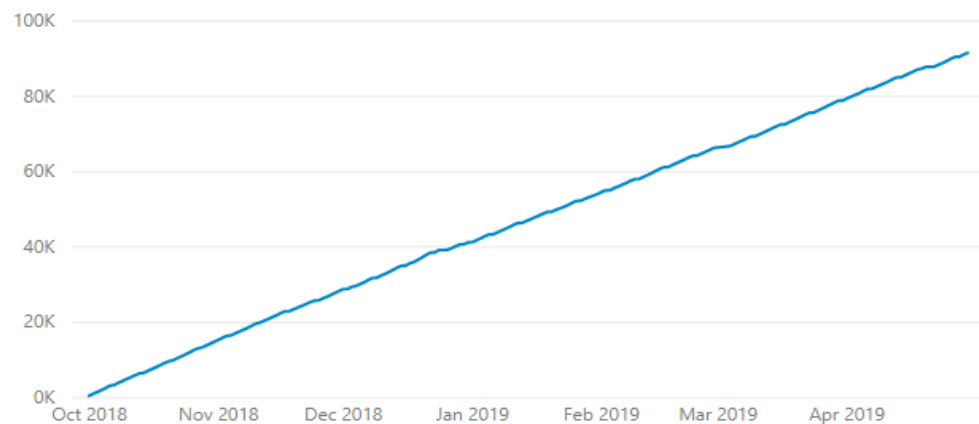
Number of transactions by day

Off/On ● Off



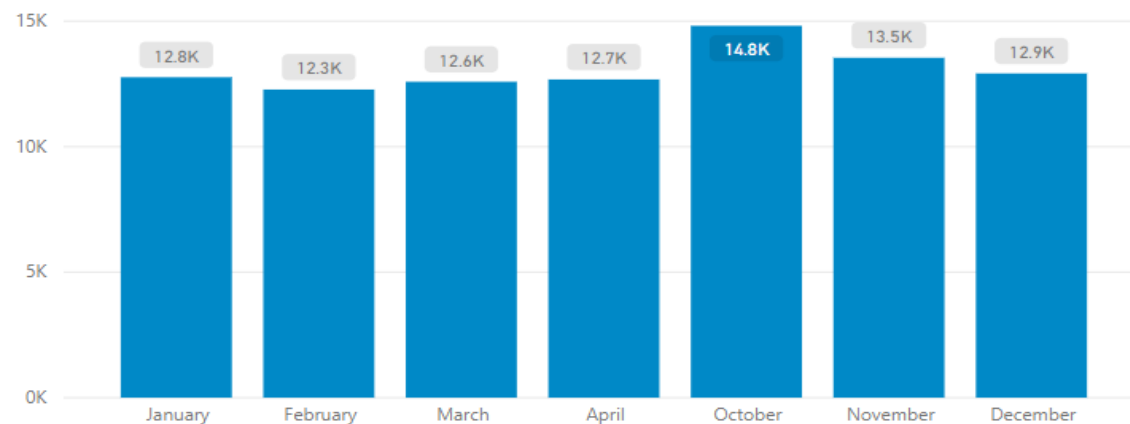
Accumulated transactions

Off/On ● Off



Number of transactions by month

Off/On ● Off





Ludlow



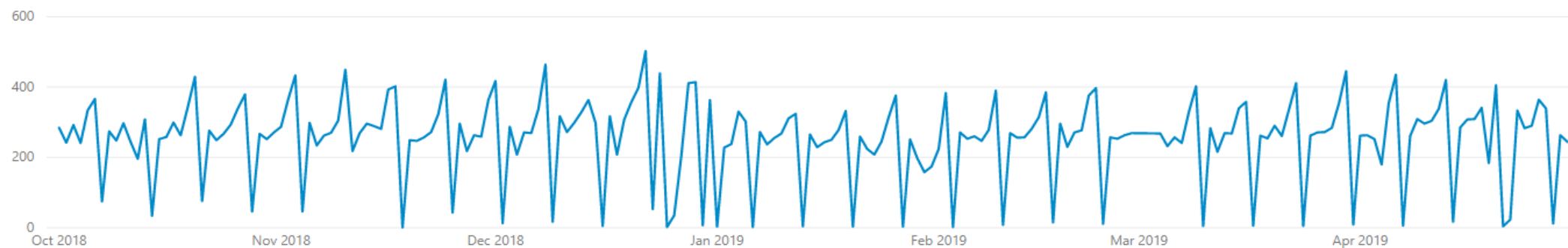
Galdeford B



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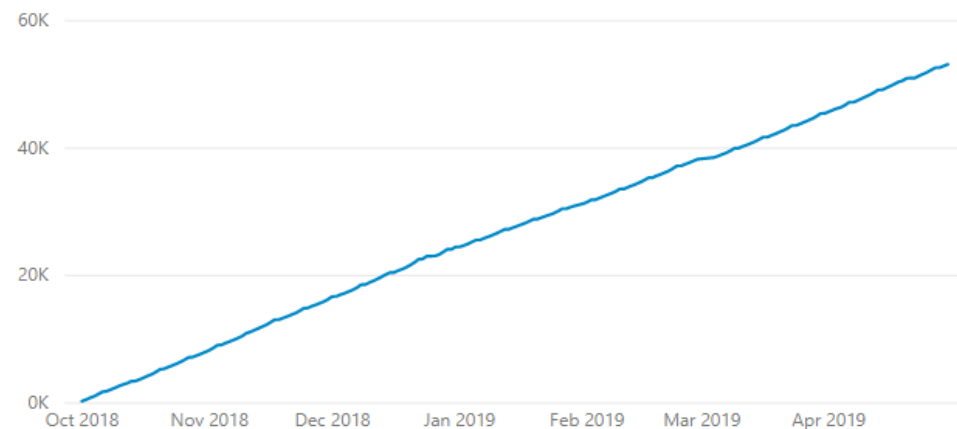
Number of transactions by day

Off/On ● Off



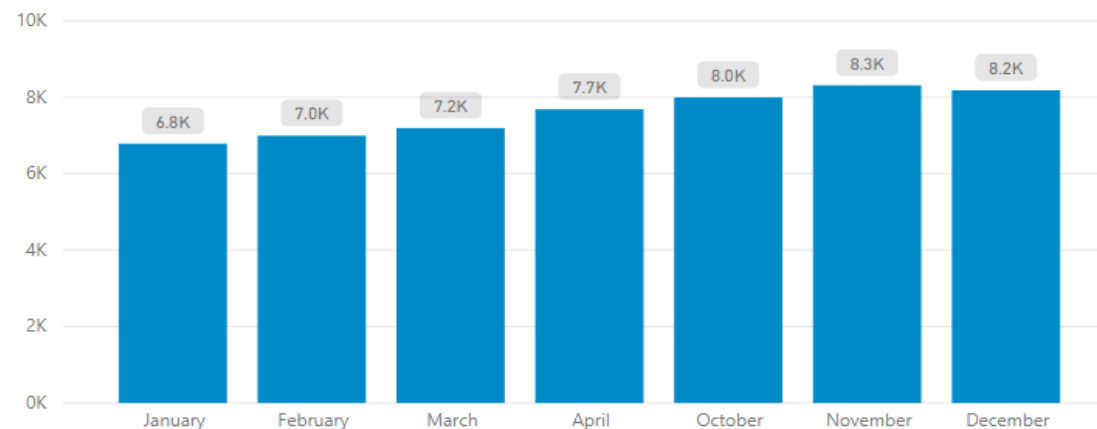
Accumulated transactions

Off/On ● Off



Number of transactions by month

Off/On ● Off



# Duration of Stay

County wide

Shrewsbury

Ludlow

Abbey Foregate, St Julians Friar's, Frankwell, Shrewsbury

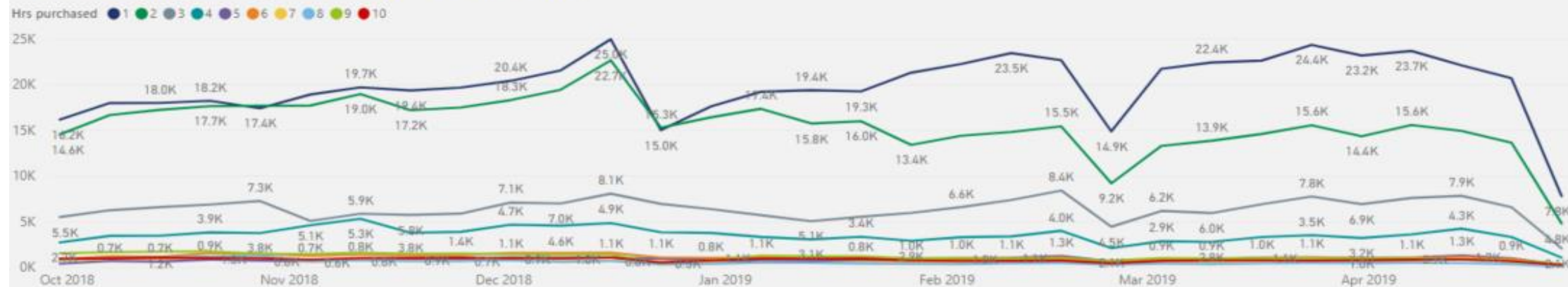
Galdeford a& b, Castle St, Smithfield, Ludlow

All



Implementation Date: (Blank)

Transactions by length of stay (rounded to nearest number of hrs)



Transactions by daily and weekly ticket sales





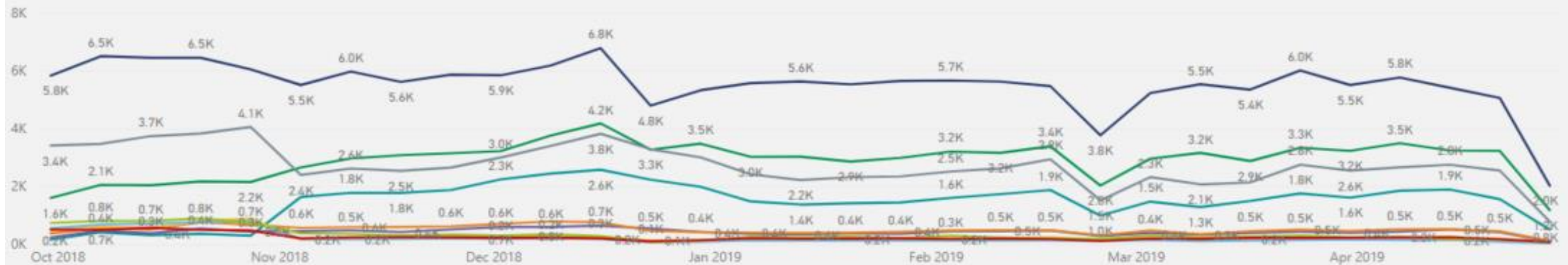
Shrewsbury



Implementation Date: 05 November 2018

Transactions by length of stay (rounded to nearest number of hrs)

Hrs purchased 1 2 3 4 5 6 7 8 9 10



Transactions by daily and weekly ticket sales

Hrs purchased 24 168







Shrewsbury



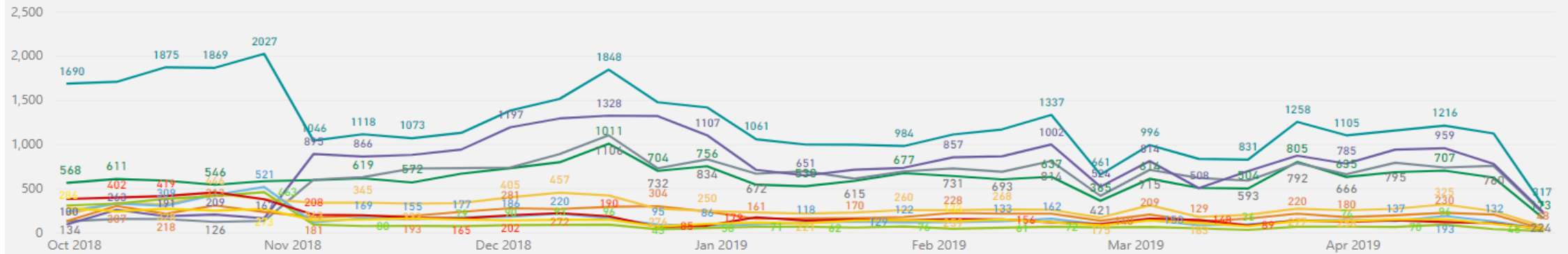
Frankwell Main



Implementation Date: 05 November 2018

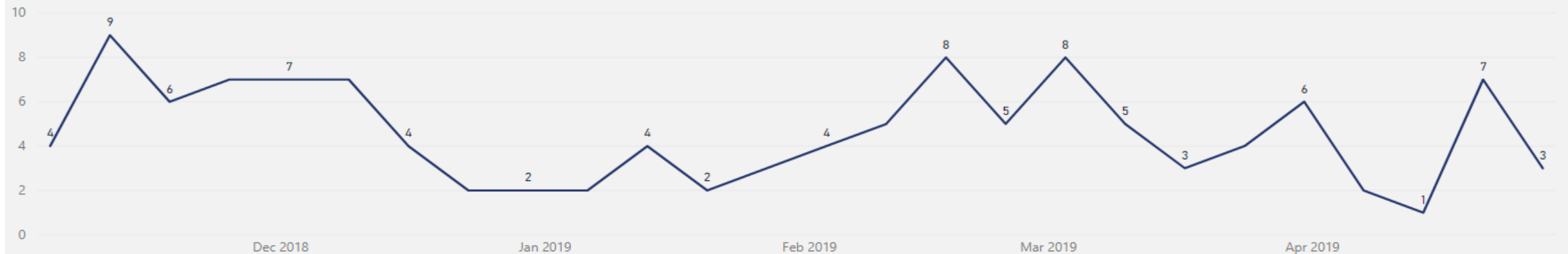
Weekly transactions by length of stay (rounded to nearest number of hrs)

Hrs purchased ● 1 ● 2 ● 3 ● 4 ● 5 ● 6 ● 7 ● 8 ● 9 ● 10



Weekly transactions by daily and weekly ticket sales

Hrs purchased ● 168





Shrewsbury

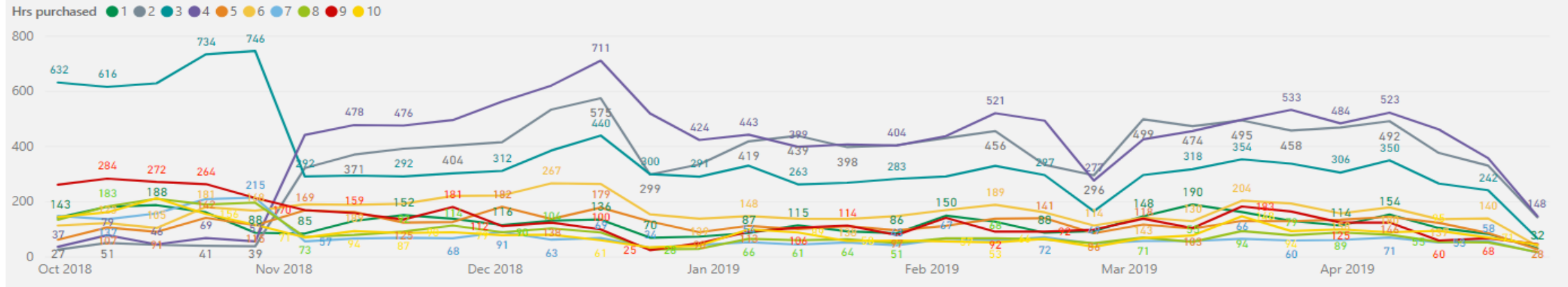


Abbey Foregate

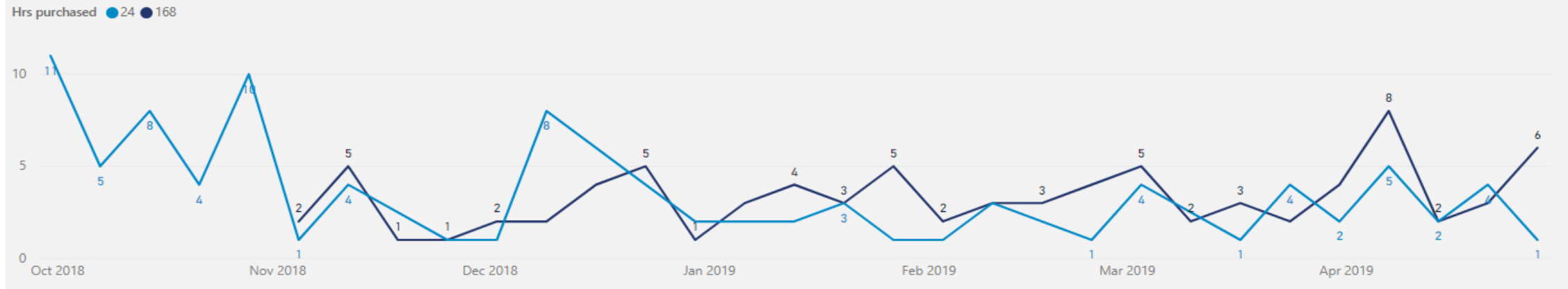


Implementation Date: 05 November 2018

Weekly transactions by length of stay (rounded to nearest number of hrs)



Weekly transactions by daily and weekly ticket sales



Shrewsbury

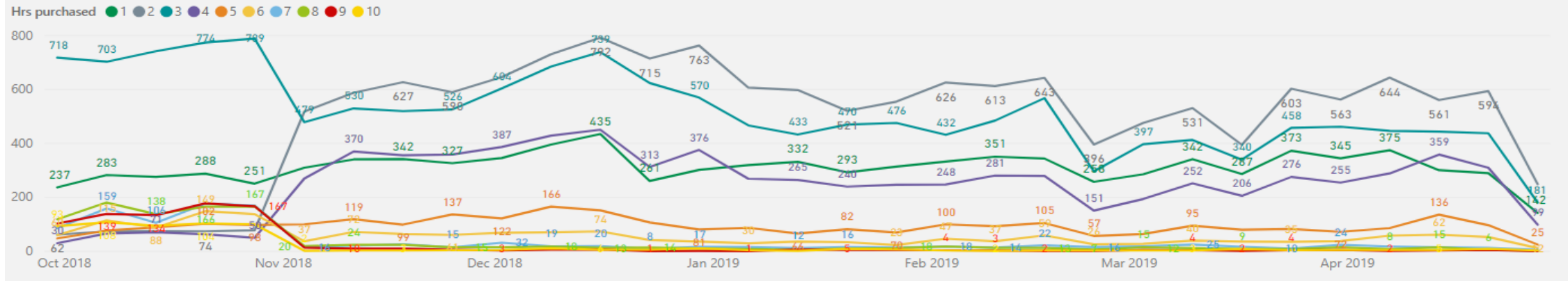


St Julian's Friars



Implementation Date: 05 November 2018

Weekly transactions by length of stay (rounded to nearest number of hrs)



Weekly transactions by daily and weekly ticket sales

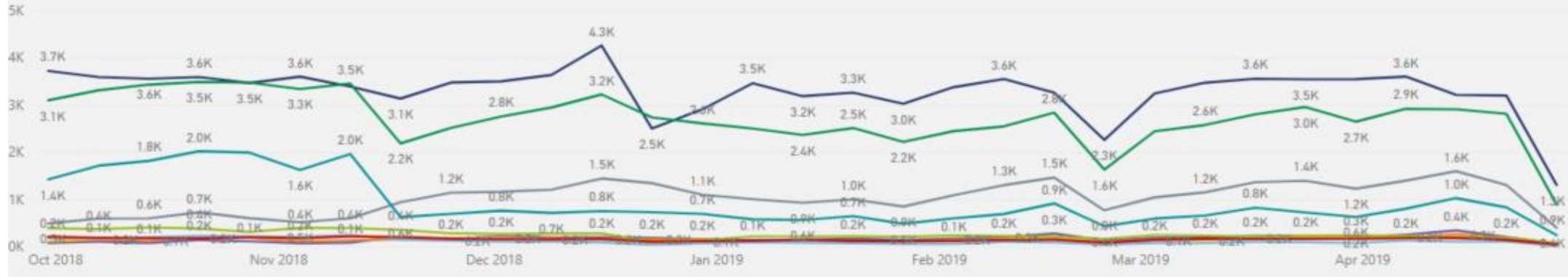
Ludlow



Implementation Date: 19 November 2018

Transactions by length of stay (rounded to nearest number of hrs)

Hrs purchased 1 2 3 4 5 6 7 8 9 10



Transactions by daily and weekly ticket sales

Hrs purchased 24 168





Ludlow



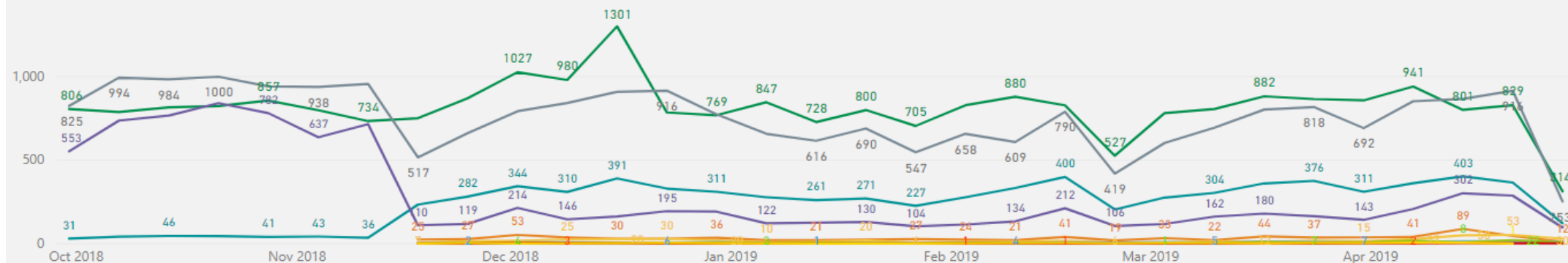
Castle St, Ludlow



Implementation Date: 19 November 2018

Weekly transactions by length of stay (rounded to nearest number of hrs)

Hrs purchased ● 1 ● 2 ● 3 ● 4 ● 5 ● 6 ● 7 ● 8 ● 9 ● 10



Weekly transactions by daily and weekly ticket sales

Ludlow

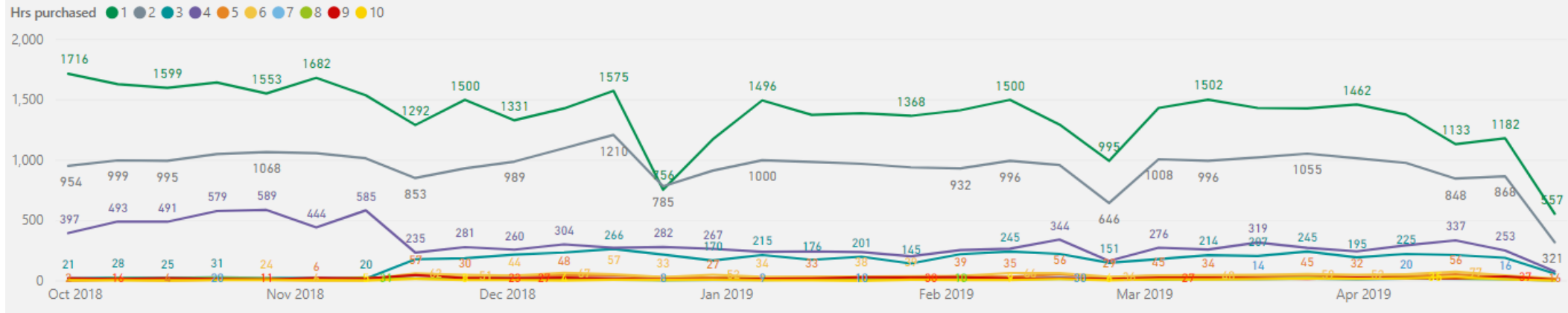


Galdeford A



Implementation Date: 19 November 2018

### Weekly transactions by length of stay (rounded to nearest number of hrs)



### Weekly transactions by daily and weekly ticket sales





Ludlow

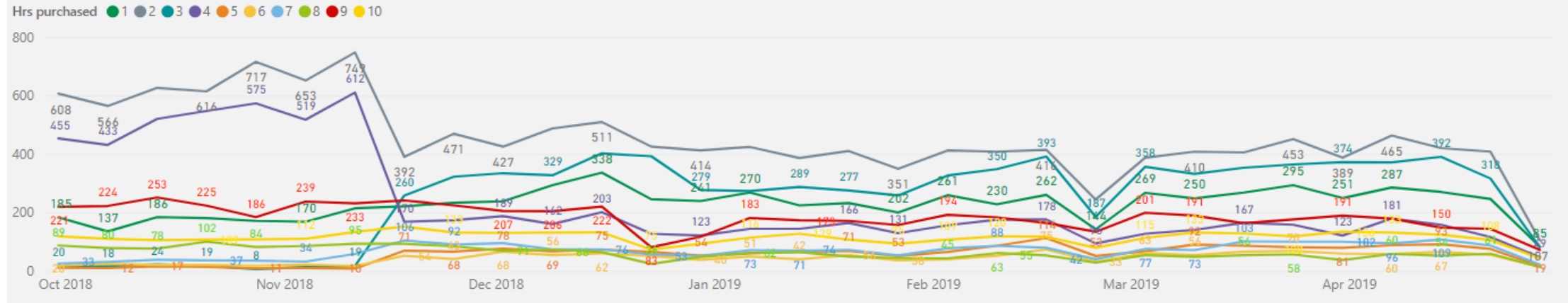


Galdeford B

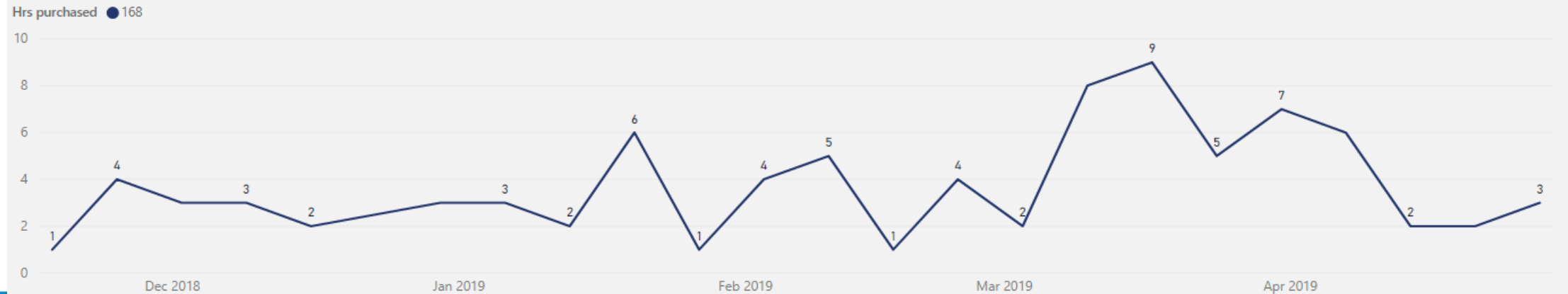


Implementation Date: 19 November 2018

Weekly transactions by length of stay (rounded to nearest number of hrs)



Weekly transactions by daily and weekly ticket sales



# Capacity – Off Street Car Parks Shrewsbury/ Ludlow

- Charts exclude Sunday transactions

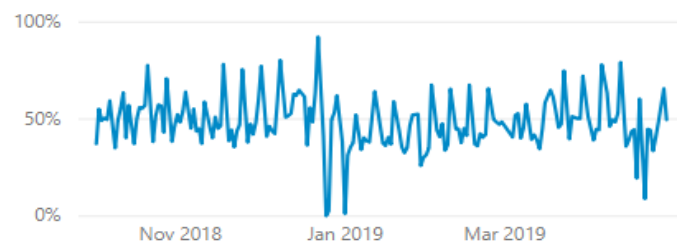


Shrewsbury

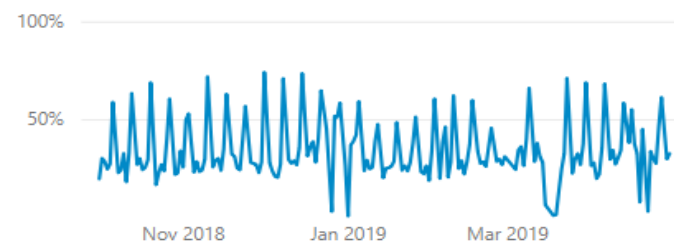


Implementation Date: 05 November 2018

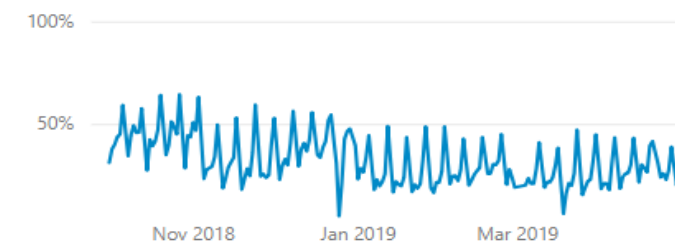
Abbey Foregate



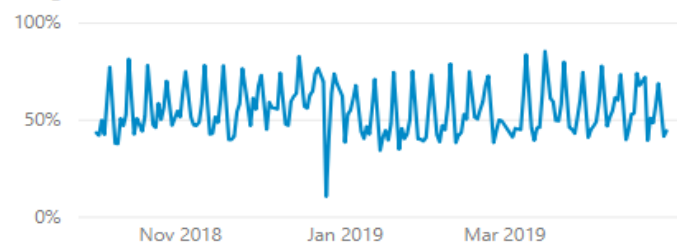
Frankwell Riverside



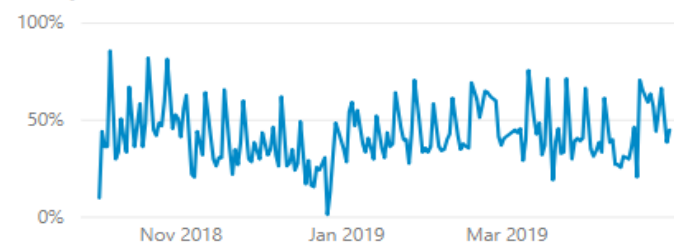
St Julian's Friar



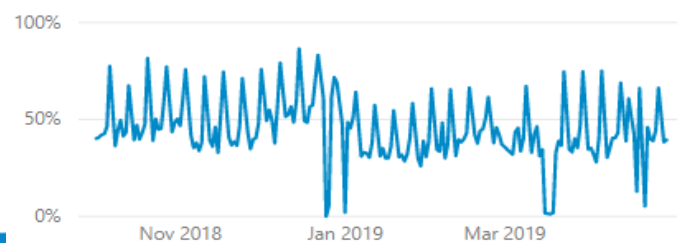
Bridge St



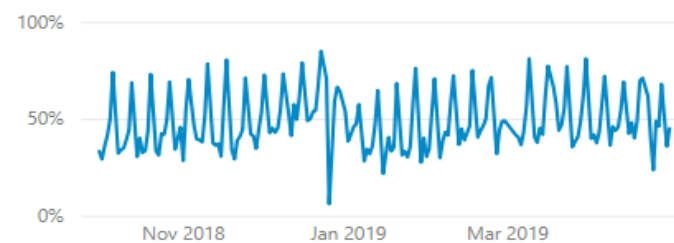
Quarry Pool &amp; Fitness



Frankwell Main



St Austin Street



Note: Charts exclude Sundays as not comparable



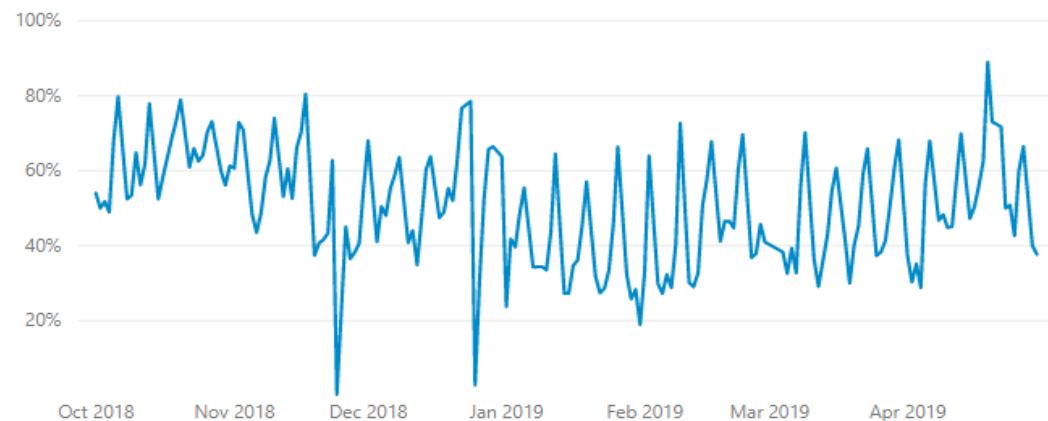
Ludlow



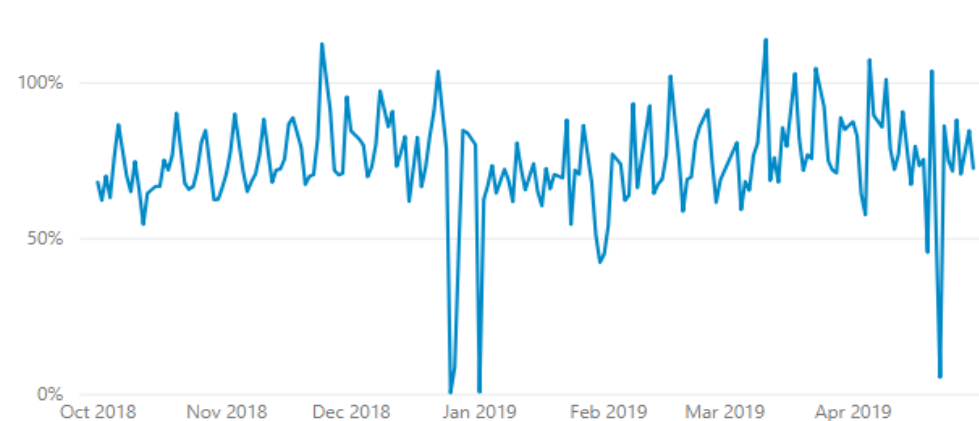
Implementation Date: 19 November 2018

Note: Charts exclude Sundays as not comparable

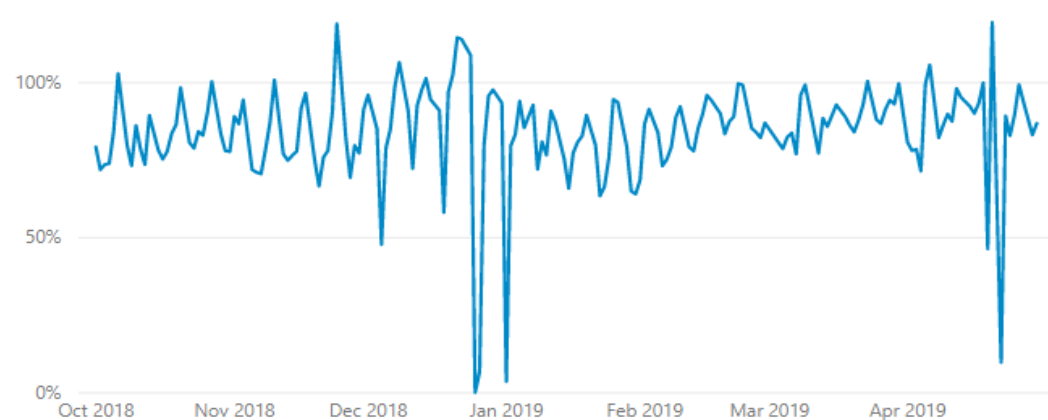
Castle Street



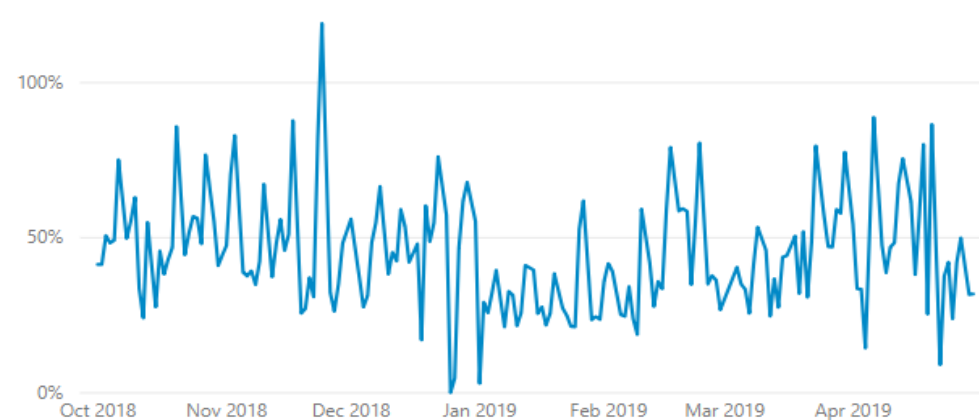
Galdeford B



Galdeford A



Smithfield



## Power BI development and future reports

- Development work on going, the main challenge being merging the data from the various data sources into one data lake.
- Ability to develop bespoke reports on request subject to resource availability.