

RESULTS OF THE PUBLIC CONSULTATION

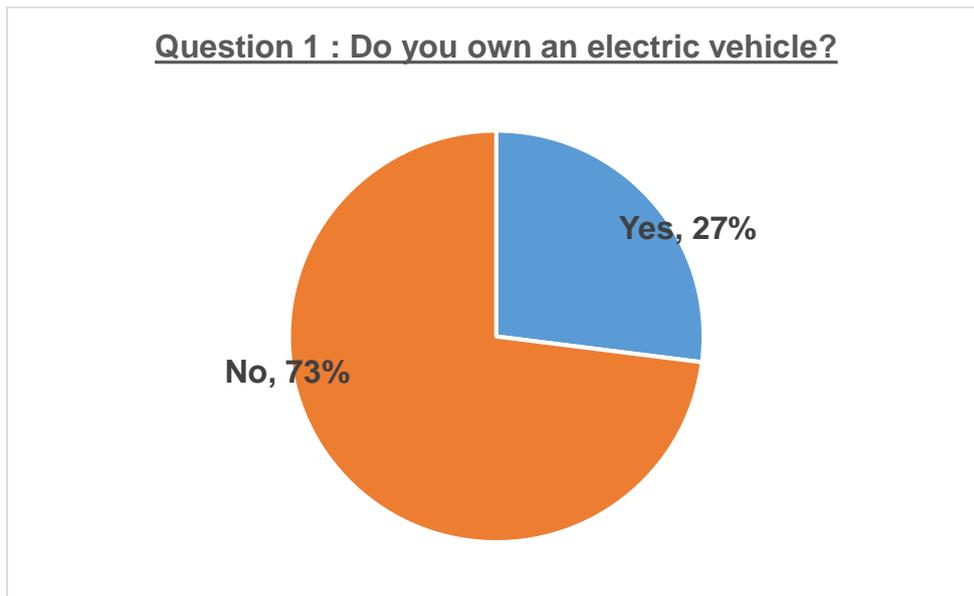
The results of the public consultation were taken to Representational Committee on Wednesday 20th January 2021.

The decisions made by the Committee are:

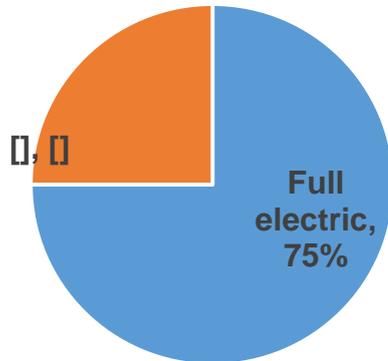
- i) To further consult with Shropshire Council to find out if Ludlow is to be part of their funded on-street EV parking scheme and bring the information back to the next meeting in February.
- ii) To explore the funding opportunities independently available to Ludlow Town Council to create on-street and off-street EV charging points.

Data from the Consultation is shown below.

We had responses from a total of 45 people and at least 50% of them were local residents.

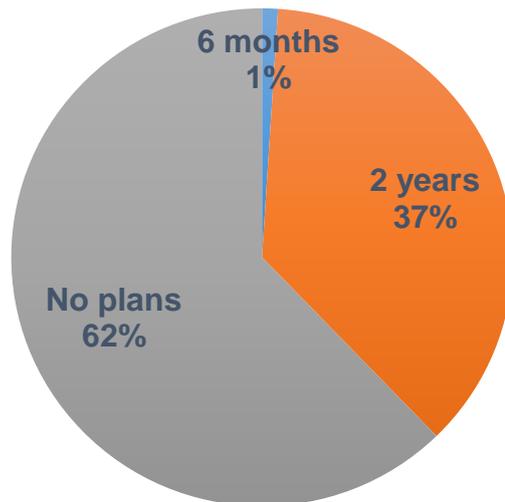


Question 2 : if yes to Question 1 is it a) Full electric or b) a plug in hybrid

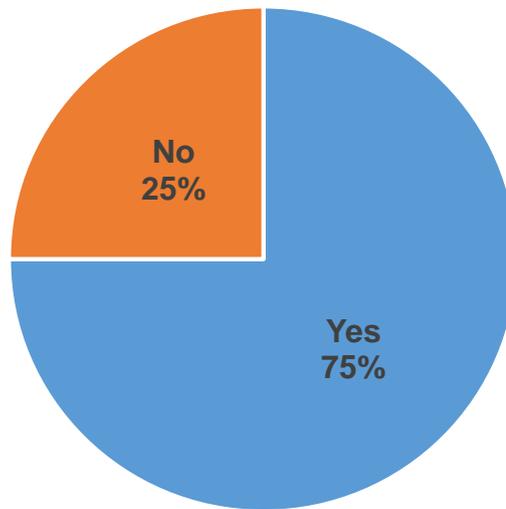


Question 3 : If no to question 1, do you plan to buy an electric vehicle.....

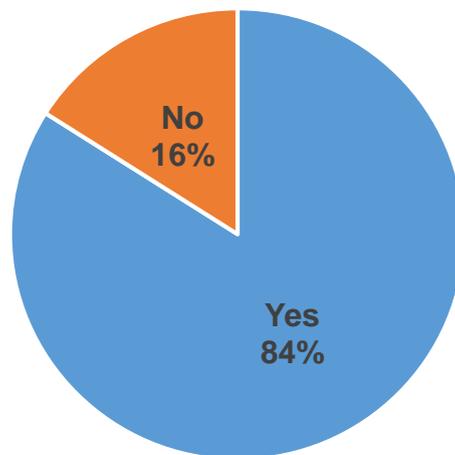
a) within 6 months, b) within two years, c) no plans



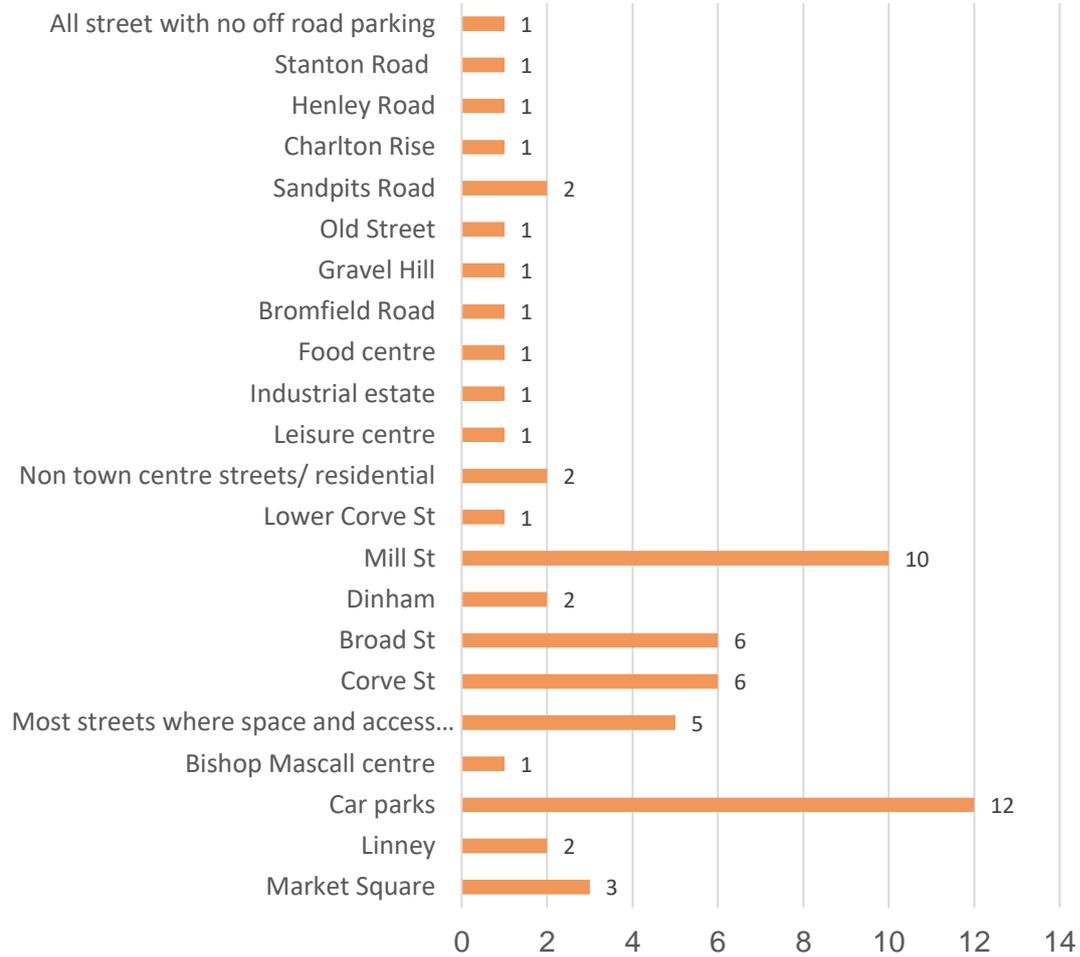
**Question 4 : Can you park your car off the road,
on your own property?**



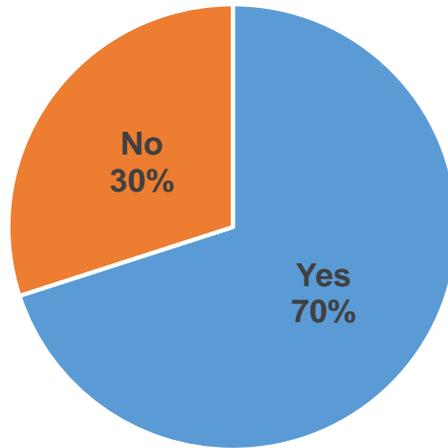
**Question 5 : Do you think on street charging
points should be installed in Ludlow?**



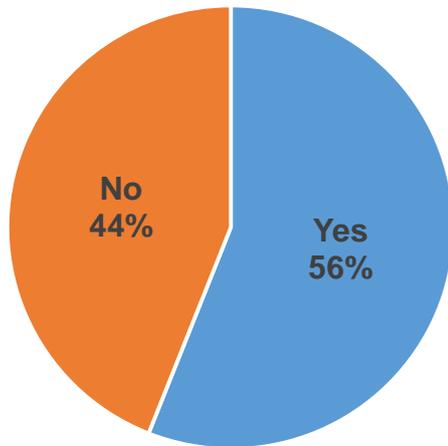
Question 5b : On which street/s do you feel it would be most useful to have a charging point?



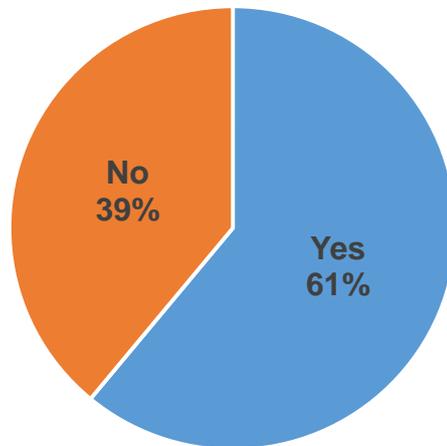
Question 6 : Do you believe that on street charging points would bring passing tourists to Ludlow?



Question 7 : Would a lack of public charging points delay your purchase of an electric vehicle (if you haven't already got one)?



Question 8 : Would you consider using an electric car scheme if one was implemented locally?



DATA SUMMARY

- The majority of people who responded and own an electric vehicle, have a full electric vehicle rather than a hybrid.
- Less than 50% of people are considering buying an electric car within the next two years. A lack of public charging points also is putting people off buying one.
- 84% of respondents believe there should be more electric vehicle charging points in Ludlow. The most popular locations suggested are all public car parks (including the Park and Ride site), Mill Street, Broad Street and Corve Street.
- These streets could be seen as the main streets in the town centre where there is currently a charge for parking, or people need to be a permit holder.
- It is thought that on street charging points would attract passing tourists.
- An electric car scheme could be a good addition to the Co Wheels scheme, if electric vehicles aren't already available.

Other comments received during the consultation are shown below:

- The town centre is already spoilt by too many cars. We need the park and ride to have a large bank of chargers, loos and a café, and a 10/15 minute direct bus service in to town.
- If you want to help residents who do not have their own driveways then all the older housing areas are going to need somewhere to charge cars and this is maybe a local authority or government issue.
- Tourists should be encouraged to come by train. Ludlow is blighted by trains, heaven forbid we should encourage more.

- The town centre would look bad with electric points charging all day and night.
- I had an EV on lease for 3 years and was able to charge at home, charging out and about was a nightmare. I needed a phone full of apps all with different accounts and there are not enough rapid chargers to make long journeys reliable.
- On street charging should only be situated where a) there is space for a charger without taking away space for pedestrians and b) where charging cables will not cause a trip hazard
- This could be a huge 'selling point' for Ludlow if it can get enough recharging points quickly.
- At the moment, points, rates of charge, providers, and apps seem to be very non-standard. Some form of future proofing is required. Is it possible to develop an app which would list available points and if they are free for use – similar to Brighton? Could we negotiate a discount to provide points at private addresses? It would be great if renewable energy from small wind turbines, solar power or hydroelectric sources could be store in batteries and distributed to charging points (park and ride car parks might be an ideal site?)
- Use of electric vehicles will never get support until both wide availability of charging points is enabled and the range of vehicles on a single charge reaches 500 miles. Hybrid vehicles seem a sensible compromise for use in rural and isolated areas.
- I know many residents in Ludlow who would buy an electric car if on-street charging was available.
- You can have use of a car without the expense of owning one – electric or otherwise. Public and shared transport needs support. EVs are a short term fix to wean the public off carbonised transport.
- I have got rid of my car and now rely on public transport and Co Wheels car club to reduce my carbon footprint. The car club have hybrid vehicles but fully electric would be better.
- Ludlow needs to catch up with other tourist destinations. We should already have multiple charging points in place.
- Ludlow update its pathetic park and ride facility, commissioning a small electric bus that circles continuously between the town centre and the park and ride hub.
- There should be a transport plan for the town so all these decisions are integrated in to a whole. Single issue decisions will not bring the change we need and the improvements we seek.
- Could Castle Square and Mill Street be included in the provision of charging points as it would help as they fair progresses towards more electric vehicles?
- In the town centre a decision would have to be made as to whether they should be sited in resident's permits parking spaces or made available for the general public.
- For tourists car parks and the eco park are the obvious choices.
- Charging points would certainly encourage electric car owners to visit the town.

- Looking forward to getting an electric vehicle once we have more charging points in town.

Comments from a local resident with experience in this field:

I have just (end of November) completed a research project focused on the sustainability of congestion within historic towns. As a part of this study I focused on the future and e-cars.

When considering where it would be appropriate to place charging points, it is important to note that the centre of Ludlow is protected as a Conservation Area. As I am sure you are aware this protects its character. And it seems a little unfair to drastically change the look of Ludlow, with the addition of more street furniture (specifically charging points), when private properties are restricted to the colour they can paint their exterior. That being said, it can be dangerous for the past to restrict the future.

It would also be worth considering the 'public destination parking' phenomenon which is occurring with electric vehicle drivers. This has been defined as the act of an electric vehicle driver choosing their destination based on the available charging points.

It is also important to consider the huge amount of properties in Ludlow without off road parking. Considering the current issues of limited parking in Ludlow this may be the ideal opportunity to provide more spaces for locals.

Furthermore, it is also worth noting the current feeling amongst e-car drivers is that charging points are expensive and to be avoided.

One possible solution to these issues would be to install a large charging point car park at the park and ride car park on the eco park (this would be quite fitting for the name). This would be aimed to be used by long stay visitors and workers in the day. If the park and ride was advertised heavily alongside the charging points this might encourage individuals to use the park and ride. These would also be able to be used during festival weekends and the May fair.

Alongside this I would propose that the current in town car parks be for residents, short term users, and disabled bays only. This would be ticketed like normal, possibly with a longer free period to allow users to get to and from the town. The disabled bays and resident bays would provide charging points. These would have to be clearly marked and possibly have fines implemented for those without permits. It would probably be beneficial for the resident's bays to be marked for each resident. It is my belief that the addition of charging points in the existing car parks would not affect the historic value of Ludlow.

If this was effective there would be little need for any on road charging points in the historic town centre. These would be useful to be used for pop to the shop users,

visitors to the town at night, and evening workers (such as pub workers, who need the safety of the street lights to get home from work).

This would not be overly effective for residents of Lower Corve Street, and Lower Broad Street.

When considering Lower Corve Street the recent and historic flooding must also be considered. There is the possibility of flood proofing the charging points.