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| Committee(s): | Date(s): |
| Markets Committee | 25 September 2019 |
| Subject: Concessionary Parking at Smithfield Market during the Christmas Period 2019 | Public |
| Report of: Superintendent – Smithfield Market | For Decision |
| <p style="text-align: center;">Summary</p> <p>The Smithfield Market Tenants' Association (SMTA) has submitted a request to the Superintendent Smithfield Market, similar to that of 2018, for a temporary reduction in the car park tariffs from 9pm 1 December 2019 until 10am 31 December 2019 (30 days) to encourage the use of the car park to alleviate parking pressures around the Market during the busiest period of the year and to assist Market trade.</p> <p>In considering this request, officers have put together three options for Members consideration, taking into account the impact of the additional cost of £16,000 approved within the service charge budget for the Market Christmas Traffic Management Plan and increased traffic calming measures over the Christmas period:</p> <ul style="list-style-type: none"> • Agree the SMTA request in total (maximum 30 days). • Reduce the concessionary period to 9 days from Sunday 15 December to Tuesday 24 December (compared to 8 days approved in 2018). • Not give any concession. <p>Recommendation:-</p> <ul style="list-style-type: none"> • That the current tariff be reduced to free for all visitors to the Rotunda car park from 9.00pm on Sunday 15 December until 10am on Tuesday 24 December 2019 (9 days). • This option would still enable the car park operator to leave the barriers raised during the period of the proposed Traffic Management Plan which significantly aided the flow of vehicles in and out of the Rotunda car park in 2018 thereby helping to ease the flow of traffic around the Market and surrounding roads. | |

Main Report

Background

1. In previous years, similar car parking concessions for the month of December have been made to help alleviate traffic congestion around the Market buildings and to encourage customers to shop at the Market.

2. Based on previous calculations, it is estimated that the SMTA proposed concession under option a) could reduce revenue for the car park by up to £24,000 (based upon previous Christmas usage of the Rotunda Car Park during a similar period).
3. Should Members wish to approve a similar concession to Christmas 2018, it is estimated that such a concession for December 2019 (option b) could reduce revenue for the car park over the 9 night/day period by some £9,000.

Current Position

4. On 29 August 2019, the Smithfield Market Tenants' Association (SMTA) submitted a request similar to last year in that free parking in the Rotunda car park should be approved for December from 9pm on Sunday 1 December to 10am on Tuesday 31 December for all workers and customers arriving after 9pm and leaving before 10am the following day.
5. The concession, therefore, would be offered to vehicles between the hours of 9pm and 10am, and vehicles parking outside of these hours will be deemed to be unrelated to Market operations and so will be charged the normal hourly rate of £3.50 per hour or part thereof for the full duration of their stay.
6. The SMTA request includes every day so that any Saturday/Sunday that the Market is open will be covered. The maximum impact of this request would be over a period of 30 trading nights but this would be reduced to 25 nights as the Market will not be open on Saturday 7, Sunday 8, or Sunday 15 December respectively and Christmas and Boxing Day. The Market will be open on Saturday 14, Saturday 21 and Sunday 22 December.

Options

7. Officers have identified three options for Members consideration:-
 - a) Agree the SMTA proposal requested on 29 August, that the current tariff, be reduced to free for all visitors to the Rotunda car park from 9pm on Sunday 1 December to 10am on Tuesday 31 December (30 days), for all workers and customers arriving after 9pm and leaving before 10am the following day.
 - b) Reduce the concessionary period requested by the SMTA to 9.00pm on Sunday 15 December until 10am on Tuesday 24 December 2019, 9 days/nights (compared to the 8 days approved in 2018).

This option (b) would still enable the car park operator to leave the barriers raised during the period of the proposed Traffic Management Plan which was seen last year as significantly aiding the flow of vehicles in and out of the Rotunda car park. This would also allow the additional stewarding costs of £16,000 to be recovered through maintaining car parking charges for a further 2 weeks. The additional stewarding prior to the final Christmas weekend (21/22 December) and Monday 23 December is critical to ensuring peak traffic flows and overcoming traffic gridlock

experienced in previous Christmas periods (this option is recommended by officers).

c) No concessionary period.

Financial Implications

8. From previous calculations, it is estimated that the SMTA proposed concession under option a) could reduce revenue for the car park by up to £24,000.
9. Should Members wish to approve a similar concession to Christmas 2018 it is estimated that such a concession for December 2019 (option b) could reduce revenue for the car park over the night/day period by some £9,000.
10. Members may wish to consider not approving any concessionary period for Christmas 2019 in order to maximise income streams for the car park and to recover the cost of the additional Traffic management measures proposed from other sources.

Proposal

11. It is proposed that members agree to option b).

Conclusion

12. Officers have identified three options for Members' consideration in response to the SMTA's request for temporary concessionary car parking rates over the 2019 Christmas period. The recommended option b) would provide for concessionary rates during the Market's busiest period of trading activity over Christmas and assist in the implementation of the Traffic Management Plan designed to reduce traffic gridlock around the Market and associated arterial roads. The reduction in the period requested by the SMTA would go some way to off-setting the cost of additional traffic management measures mentioned above.

Contact

Mark Sherlock
Superintendent, Smithfield Market
T: 020 7332 6522
E: mark.sherlock@cityoflondon.gov.uk