

Committee(s):	Date:
Markets	25 th September 2019
Subject: Smithfield Market – Car Park Utilisation February 2019 – July 2019	Public
Report of: Director of Markets & Consumer Protection	For Information
Report author: Mark Sherlock, Superintendent, Smithfield Market	

Summary

This update report updates Members about the utilisation of Smithfield Market Car Park for the 6 month period from February to July 2019, with reference to Easter, an increase in parking fees, the installation of Automatic Number Plate Recognition (ANPR) and CCTV, and the introduction of the Ultra-Low Emission Zone (ULEZ) by the Mayor of London on the 8th April 2019.

Recommendation(s)

Members are invited to note the contents of this report.

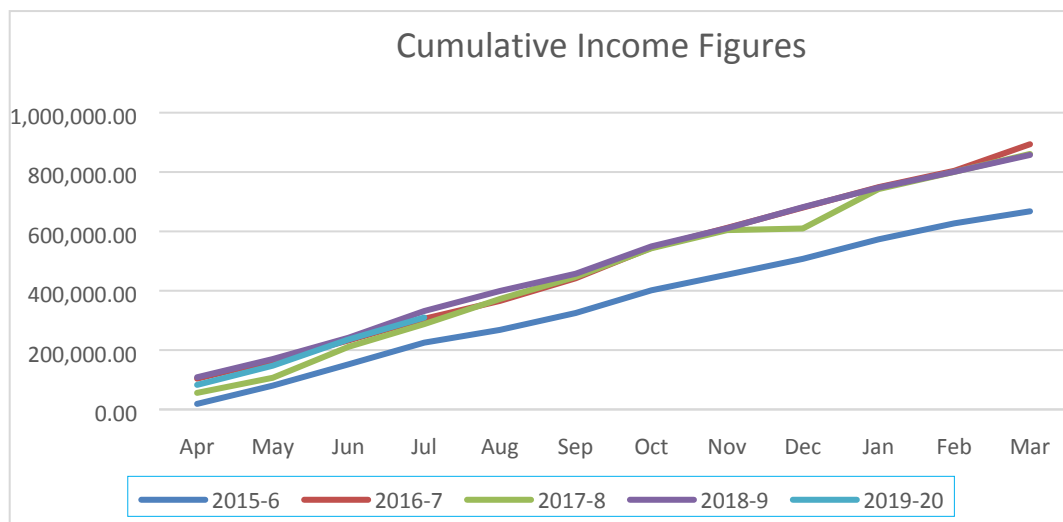
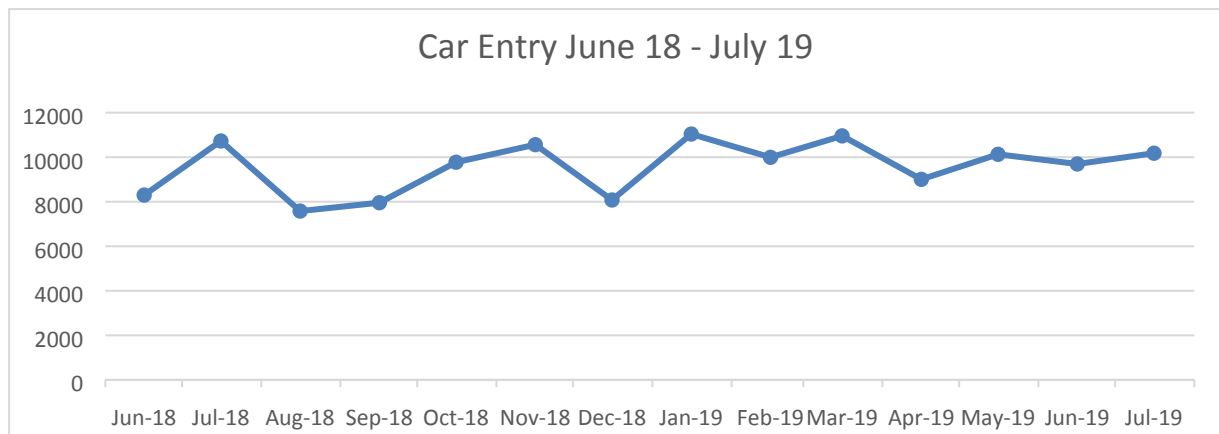
Main Report

Background

1. Increased parking tariffs were approved by the Markets Committee on 30th January 2019. In addition, the overnight parking discount was extended to seven nights a week to make the car park more competitive with other car parks in the vicinity.
2. Automatic Number Plate Recognition (ANPR) was installed in the car park by the City's parking management contractor Saba, with installation completed in February 2019. This has improved season ticket holder access to and from the car park. ANPR will also facilitate the integration of 3rd party car park marketing platforms, thereby increasing utilisation of the car park from a wider source of potential customers and also improving income streams.
3. Installation of CCTV as a security and safety management improvement to the car park was completed in July 2019 with 4-way domed cameras at strategic locations in the car park for maximum coverage. This system is managed by Saba in line with safety controls in the other City car parks.

Current Position

4. Revised parking tariffs have successfully been introduced and parking signage has been updated accordingly. Income for the 6-month period February to July 2019 was £419,990, a decrease of £29,992 for the same period last year. However, income since April 2019 is £10,621 ahead of budget. The decrease in income against last year could be attributed in part to cars being parked for shorter periods, thereby attracting a lower ticket price and a rise in the number of pass-cards.
5. Utilisation of the Rotunda has seen a small increase in the number of cars entering the site in the last 12 months in comparison to 2018. This shows no real trend, ULEZ charges were introduced in April and there was a nominal decline in entry levels at this point.



6. The impact of ULEZ is difficult to determine since its introduction on the 8th April 2019 but there was a noticeable difference in the number of cars entering the car park in the Easter week prior to Easter Sunday. Traders have also commented on a reduction in the number of cash buyers in buyers walks in the days following its introduction and relatively the same since.

Some estimates put this at between 10 and 15% so ULEZ may have had some impact.

Conclusion

7. The car park is currently operating ahead of forecast with income and is generating a small underspend on operating costs in line with estimates and phasing. It is expected that the car park will continue this position for the remainder of the financial year ending up in a positive position at year end.

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