



Markets Committee

Date: WEDNESDAY, 5 SEPTEMBER 2018
Time: 11.30 am
Venue: COMMITTEE ROOMS, 2ND FLOOR, WEST WING, GUILDHALL

10. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**

10(a) Smithfield Market Car Park Utilisation

Report by the Director of Markets and Consumer Protection

For Information

(Pages 1 - 4)

Item received too late for circulation in conjunction with the Agenda.

John Barradell
Town Clerk and Chief Executive

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Committee(s): Markets	Date: 5 September 2018
Subject: Smithfield Market – Car Park Utilisation	Public
Report of: Director of Markets & Consumer Protection	For Information
Report author: Mark Sherlock, Superintendent, Smithfield Market	

Summary

This update report informs Members about the current utilisation of Smithfield Market Car Park and should be read with reference to the Car Park Utilisation report issued to Members at Committee on 7th March 2018 and the Superintendent's oral update on Easter Parking to Committee on the 9th May 2018.

Recommendation(s)

Members are invited to note the contents of this report.

Main Report

Background

1. Concessionary rates for parking at the Smithfield Rotunda car park during the busy Christmas trading period has been a feature of traffic management plans at the market for a number of years. The principle of granting the concession is to encourage trade at the Market and ease traffic flow around the Market during its busiest trading period of the year.
2. In 2017 the car park typically reached peak occupancy levels between 0800-0900hrs on a weekday morning when 53% of the 520 available spaces were used. This rises to 70% on a Friday and falls to 15% on a Sunday. This trend continues in 2018.

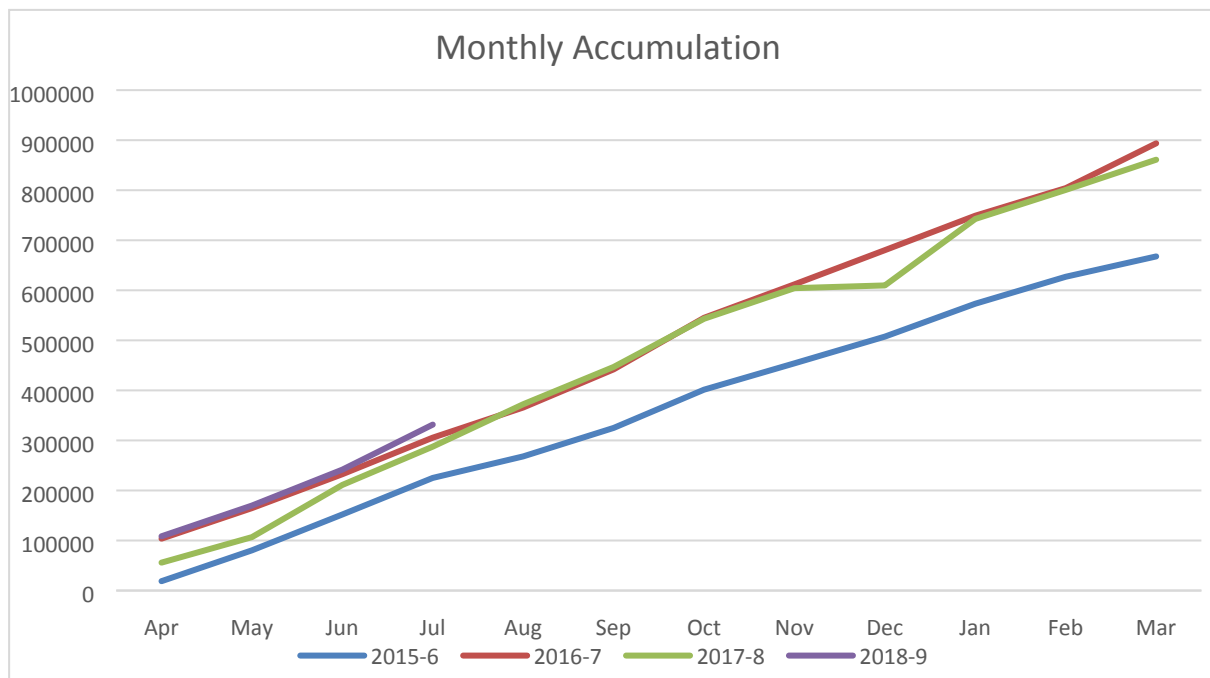
Current Position

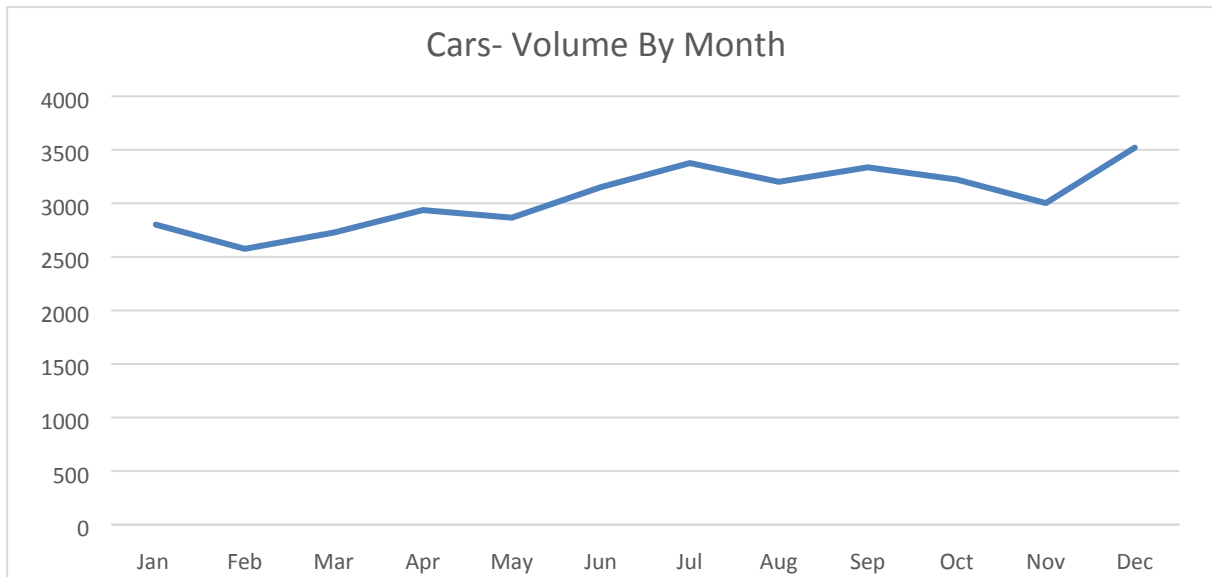
1. In December 2017 car parking increased in line with the days approaching Christmas within the traffic plan.
2. Peak occupation, obtained by manual count, was reached at 5am on the 22nd December at 510 spaces (the current limit is 520 spaces), with highs for each of the 6 days as follows:

Thursday-Friday 14/15 th December	381
Sunday-Monday (17-18)	342
Monday-Tuesday (18-19)	349
Tuesday-Wednesday (19/20)	427
Wednesday-Thursday (20/21)	494
Thursday-Friday (21/22)	510

Compared to a 6-day period in October 2017 across the same count period (2100hrs – 0700hrs) there were an additional 1,911 cars counted last Christmas, an increase of approximately 24%.

- The following graphs indicate the income stream for the car park with cumulative totals to the end of July 2018 since April 2015 and monthly vehicle volumes for 2017





4. Income to date for Smithfield in 2018 is currently ahead of forecast by £52k.
5. Committee granted a 2 day concession on parking fees for Easter 2018 compared to no concession in 2017. Despite granting this concession, occupancy of the car park over the concession period in 2018 fell by 25% as an average across the concession period compared to the same pre-Easter period in 2017. During Easter 2018 only 55% of capacity was reached at its peak on the day prior to Easter Friday.

Conclusion

6. It is not possible to accurately quantify forgone revenue as a result of the concession. A major unknown is the number of vehicles that leave or enter the car park across the concession period due to the barrier being raised to ease traffic congestion. Current estimates are assessed using reported revenue for the previous 12 months with the estimate of forgone revenue equating to £1,000 for each of the daily concession periods.

Mark Sherlock

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