

Committee(s):	Date(s):
Markets Committee	6 March 2019
Subject: Concessionary Parking and provision of Traffic Stewards at Smithfield Market during the Easter Period 2019	Public
Report of: Interim Director of Consumer Protection & Market Operations	For Decision
Report Author: Mark Sherlock, Superintendent, Smithfield Market	
<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 period of free parking for all workers and customers from 9pm from Sunday 14th April until 10am Thursday 18th April (four nights/mornings).</p> <p>In addition, the SMTA have suggested consideration is also given to the provision of traffic stewards for the last two nights of trading, i.e. Tuesday/Wednesday 16/17th April and Wednesday/Thursday 17/18th April.</p> <p>In reviewing this request, officers have put together three options for Members consideration.</p> <ol style="list-style-type: none"> 1. Agree the SMTA request in total (four nights/mornings) with two nights of traffic stewards 2. Reduce the concessionary period to two nights/days from Tuesday/Wednesday 16/17th April to Wednesday/Thursday 17/18th April with no provision of traffic stewards. 3. No concessionary period or provision of traffic stewards. <p>Recommendation: -</p> <ul style="list-style-type: none"> • It is recommended that Members decide upon Option 2 for two nights of concession from Tuesday/Wednesday 16/17th April to Wednesday/Thursday 17/18th April with no provision of traffic stewards, in line with their same decision for Easter 2018. 	

Main Report

Background

1. In previous years 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. The general rise in car park volumes at Easter and Christmas would manifest naturally and there is no indication that a waiver of the current £1.50 tariff for three hours has any associated contribution to higher parking volumes. Members decided not to grant a parking concession for Easter 2017 but approved two nights of concession in 2018 in response to a similar request from the SMTA.
2. Members will be aware of the tariff changes that will be implemented at the Smithfield Rotunda Car Park, in April 2019. At February Committee, members resolved to increase tariff's in line with the Report of the Director of the Built Environment. To summarise, the following tariff structure will apply to all visitors, including Market workers and customers for this Easter.
 - a. £1.50 per visit for up to three hours parking between 9pm and 10am each night, seven days a week
 - b. £3.00 per visit for three hours or more parking between 9pm and 10am each night, seven days a week
 - c. £3.50 per hour or part thereof at all other times.

Current Position

3. On the 5th February 2019, the Smithfield Market Tenants' Association (SMTA) submitted a request similar to that made for Easter 2018, that free parking in the Rotunda car park should be approved from Sunday 14th April to Thursday 18th April for all workers and customers arriving after 9pm and leaving before 10am the following day. In addition, the SMTA have requested that consideration be given to employing traffic stewards for the last two nights of trade on the Tuesday/Wednesday 16/17th April and Wednesday/Thursday 17/18th April.
4. The concession 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 charged the current normal hourly rate of £3 per hour or part thereof for the full duration of their stay. It is likely the proposed increase to £3.50 per hour will be implemented after Easter.

Options

5. Officers have identified three options for Members consideration: -
 1. Agree the SMTA proposal requested from the 5th February, that the current tariff (shown above) be reduced to free for the

Rotunda car park from Sunday 14th April to Thursday 18th April (four nights/mornings) for all workers and customers arriving after 9pm and leaving before 10am the following day. In addition, that consideration be given to the use of traffic marshals for the nights of 16th and 17th April.

2. Reduce the concessionary period to two nights/days from Tuesday 16th April to Thursday 18th April with no provision of traffic marshals.
3. No concessionary period or provision of traffic marshals.

Financial Implications

6. Members will note a proposal within a separate report to this Committee (Christmas 2018 – Smithfield Market Traffic Management Plan) with a recommendation to fund the appointment of stewards for six nights in December 2018 for the implementation of the Traffic Management Plan at a cost of £14,284 from within Smithfield Market's Central Risk Budget. This was approved by Committee.
7. On a pro-rata basis only, as a method of estimation, the provision of traffic marshals for two nights would cost approximately £4,761.
8. It is estimated that the SMTA proposed four night concession under option 1) could reduce car park revenue by £4,000. Therefore, the cost for the provision of traffic marshals and forgone income for option 1) would be approximately £8,761 which is unbudgeted. Forgone income has been estimated against April 2018 actual income.
9. Should Members wish to approve option 2), this could reduce revenue for the car park over the two night/day period by approximately £2,000.

Proposal

10. Officers have identified three options for Members consideration in response to the SMTA's request for temporary concessionary car parking rates and the potential use of traffic marshals over the 2019 Easter period. Members are asked to approve Option 2.

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