

<b>Committee(s):</b>	<b>Date(s):</b>
Markets Committee	4th March 2020
<b>Subject:</b> Concessionary Parking and provision of Traffic Stewards at Smithfield Market during the Easter Period 2020	<b>Public</b>
<b>Report of:</b> Director of Markets and Consumer Protection	<b>For Decision</b>
<b>Report Author:</b> Mark Sherlock, Superintendent, Smithfield Market	
<p style="text-align: center;"><b>Summary</b></p> <p>The Smithfield Market Tenants' Association (SMTA) has submitted a request to the Superintendent for a period of free parking for all workers and customers for four nights from 9pm from Sunday 5<sup>th</sup> April until 10am Thursday 9<sup>th</sup> April 2020.</p> <p>In addition, the SMTA has suggested consideration is also given to the provision of traffic stewards for the last two nights of trading, i.e. Tuesday/Wednesday 7/8<sup>th</sup> April and Wednesday/Thursday 8/9<sup>th</sup> April.</p> <p>In reviewing this request, officers have suggested three options for Members consideration.</p> <ol style="list-style-type: none"> <li>1. Agree the SMTA request in total (four nights/mornings) with two nights of traffic stewards</li> <li>2. Reduce the concessionary period to one night Wednesday/Thursday 8/9<sup>th</sup> April with no provision of traffic stewards.</li> <li>3. No concessionary period or provision of traffic stewards.</li> </ol> <p><b>Recommendation: -</b></p> <p>It is recommended that Members decide upon Option 2 for one night of concession on Wednesday/Thursday 8/9<sup>th</sup> April with no provision of traffic stewards, similar to their decision for Easter 2019, but this year for one less night.</p>	

### **Main Report**

#### **Background**

1. In previous years car parking concessions for the month of December have helped alleviate traffic congestion around the Market buildings and 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.

2. Members will be aware of the tariff changes that were implemented at the Smithfield Rotunda Car Park in April 2019. To summarise, the following tariff structure applies 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 6th February 2020, the Smithfield Market Tenants' Association (SMTA) submitted a request similar to that made for Easter 2019, that free parking in the Rotunda car park should be approved for four nights from Sunday 5<sup>th</sup> April to Thursday 9<sup>th</sup> April for all workers and customers arriving after 9pm and leaving before 10am the following day. In addition, the SMTA has requested that consideration be given to employing traffic stewards for the last two nights of trade on the Tuesday/Wednesday 7/8<sup>th</sup> April and Wednesday/Thursday 8/9<sup>th</sup> 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 £3.50 per hour, or part thereof, for the full duration of their stay.
5. The Market Constabulary resource base has been planned to deliver maximum staff availability for the Easter trade period from Sunday 5<sup>th</sup> April – Thursday 9<sup>th</sup> April.

### **Options**

6. Officers have identified three options for Members consideration: -
  1. Agree the SMTA proposal requested from the 6<sup>th</sup> February, that the current tariff (shown above) be reduced to free for the Rotunda car park from Sunday 5<sup>th</sup> April to Thursday 9<sup>th</sup> 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 7<sup>th</sup> and 8<sup>th</sup> April.
  2. Reduce the concessionary period to one night/day for Wednesday 8<sup>th</sup> April with no provision of traffic marshals. The recommendation is made with reference to declining car volumes at Easter 2019 ( a 2.3% reduction in use of the car park compared to the previous Easter), visible decreases in car volumes generally around the Market as witnessed by the Superintendent and additionally borne out by lower

income, financial year to date income 8% down on the same period last year. It is likely that the Ultra Low Emissions Zone (ULEZ) is the main contributory factor of declining car numbers.

3. No concessionary period or provision of traffic marshals. There is no or little impact expected from this. (Should a local assessment be made on the night that there is traffic congestion due to the car park barrier system operating, a decision can be made to open the barrier to help ease the traffic flow??).

### **Financial Implications**

7. The provision of traffic marshals for two nights would cost approximately £5,086.
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 £9,086 which is unbudgeted. Forgone income has been estimated against April 2019 actual income.
9. Should Members wish to approve option 2), this could reduce revenue for the car park over the one night/day period by approximately £1,000.

### **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 2020 Easter period. Members are asked to approve Option 2.

### **Contact**

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