

Committee(s)	Dated:
Markets Committee	25.11.2020
Subject: Concessionary Parking at Smithfield Market during the Christmas Period 2020	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	Support a thriving economy. Shape outstanding environments.
Does this proposal require extra revenue and/or capital spending?	N
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Director of Markets & Consumer Protection	For Decision
Report author: Mark Sherlock, Markets & Consumer Protection	

Summary

The Smithfield Market Tenants' Association (SMTA) has submitted a request to the Superintendent Smithfield Market, similar to that of 2019, for a temporary reduction in the car park tariffs from 9pm 1st December 2020 until 10am 31st December (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.

In addition, this year, due to Covid-19 mitigation measures and government directives on controlling the increasing spread of the virus, more customers may drive to the Market rather than use public transport.

In considering this request, officers have compiled three options for Members consideration, taking into account the current and continuing Covid-19 impact to the Market and the importance of increased traffic calming measures over the Christmas period:

- Agree the SMTA request in total (maximum 30 days).
- Reduce the concessionary period to 14 days from Thursday 10th December to Thursday 24th December (compared to 9 days approved in 2019).
- Not give any concession

Recommendation(s)

In order to boost trade to the Market in difficult times, and support the public in using safer modes of transport getting to the Market, the recommendation is to grant an increased concessionary period of 14 days, compared to 9 days granted in 2019.

It is recommended that the current tariff be reduced to free for all visitors to the Rotunda car park from 9.00pm on Thursday 10th December until 10am on Thursday 24th December 2020 (14 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 2019, 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. It is estimated that the SMTA proposed concession under option a) could reduce revenue for the car park by up to £18,000 (based upon previous Christmas usage of the Rotunda Car Park during a similar period) and declining car park income due to Covid-19 impacts.
3. Should Members wish to approve a similar concession to Christmas 2019 but widen it to 14 days, it is estimated that such a concession for December 2020 (option b) could reduce revenue for the car park over the 14 night/day period by some £8,500.

Current Position

4. On 19th October 2020, the Smithfield Market Tenants' Association (SMTA) submitted a request that free parking in the Rotunda car park should be approved for December 2020 from 9pm on Tuesday 1st December to 10am on Thursday 31st 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, 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 nights, but this would be reduced to 24 trading nights as the Market will not be open on the weekend of 5th December, Friday 25th, Saturday 26th, Sunday 27th and Monday 28th December respectively. The Market will be

open on Tuesday 29th December, closing again on Friday 1st January 2021 to reopen as normal on Monday 4th January.

Options

7. Officers have identified three options for Members consideration:
 - a) Agree the SMTA proposal requested on the 19th October 2020, that the current tariff, be reduced to free for all visitors to the Rotunda car park from 9pm on Tuesday 1st December to 10am on Thursday 31st 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 Thursday 10th December until 10am on Thursday 24th December 2020, 14 days/nights (compared to the 9 days approved in 2019).

This option 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. It also widens the period of the concession to 2 weeks prior to Christmas to assist members of the public who may wish to use their cars as opposed to public transport as a safer method of transport to the Market as the virus transmission and risk increases.
 - c) Not give any concession.

Financial Implications

8. From revised calculations due to declining car park revenue created by Covid-19 and impacts from increases to the Congestion Zone charges and area, it is estimated that the SMTA proposed concession under option a) could reduce revenue for the car park by up to £18,000.
9. Should Members wish to approve a similar concession to Christmas 2019 but widen it to 14 days, it is estimated that such a concession for December 2020 (option b) could reduce revenue for the car park over the night/day period by some £8,500.
10. Members may wish to consider not approving any concessionary period for Christmas 2020 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. As a result of Covid 19 and increases to the congestion charge, revenue from the car park has declined by £91,000 to the end of October compared to last year and is currently £97,000 behind budget.

Conclusion

11. Officers have identified three options for Members' consideration in response to the SMTA's request for temporary concessionary car parking rates over the 2020

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.

Report author

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