

Committee(s)	Dated:
Markets Committee	10th March 2021
Subject: Smithfield Market Tenants' Association: Request for Concessionary Parking during the Easter Period 2021	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?	Loss of revenue up to £2,400 depending on option approved
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 and Consumer Protection	For Decision
Report author: Mark Sherlock	

Summary

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 28th March until 10am Thursday 1st April 2021.

In reviewing this request, officers have compiled three options for Members consideration:

- A. Agree the SMTA request in total (four nights/mornings).
- B. Reduce the concessionary period to one night; Wednesday/Thursday 31st March/1st April 2021. (Officers recommend this option)
- C. No concessionary period.

Recommendation(s)

It is recommended that Members approve Option B for one night of concession on Wednesday/Thursday 8/9th April.

Main Report

Background

1. In previous years car parking concessions for Easter 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.

2. Members will be aware of the tariff changes implemented at the Smithfield Rotunda Car Park in January 2021. 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 for workers and customers. No increase.
 - b. £3.00 per visit for three hours or more parking between 9pm and 10am each night, seven days a week. No increase.
 - c. £4.00 per hour or part thereof at all other times.

Current Position

3. On the 2nd February 2021, the Smithfield Market Tenants' Association (SMTA) submitted a request similar to that made for Easter 2020, that free parking in the Rotunda car park should be approved for 4 nights from Sunday 28th March to Thursday 1st April for all workers and customers arriving after 9pm and leaving before 10am the following day.
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 £4.00 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 2021 period to assist with traffic management.

Options

6. Officers have identified three options for Members consideration: -
 1. Agree the SMTA proposal of 2nd February, that the current tariff (shown above) be reduced to free for the Rotunda car park from Sunday 28th March to Thursday 1st April (four nights/mornings) for all workers and customers arriving after 9pm and leaving before 10am the following day.
 2. Reduce the concessionary period to one night from Wednesday 31st March.
 3. No concessionary period.

Proposal

7. It is proposed that members approve option B, similar to their decision for one night of concession for Easter 2020. The recommendation is made with reference to declining car volumes at the Market this financial year and a

20% decline during the Christmas 2020 concession period compared to the previous Christmas concession period.

Financial Implications

8. It is estimated that the SMTA proposed four night concession under option A) could reduce car park revenue by £2,400 which is unbudgeted.
9. Should Members wish to approve option B), this could reduce revenue for the car park over the one night/day period by approximately £600.
10. Members may wish to consider not approving any concessionary period for Easter 2021 in order to maximise income streams for the car park. Income from April 2020 to January 2021 is £107k below the same period last financial year and £116k behind the current year budget profile. Covid-19 restrictions and ULEZ charges are the two main contributing factors to this decline.

Conclusion

11. Officers have identified three options for Members consideration in response to the SMTA request for temporary concessionary car parking rates over the 2021 Easter period. Members are asked to approve Option B.

Report author

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