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| <b>Committee(s)</b>   | <b>Dated:</b>  |
| Markets Committee   | 3.11.2021  |
| <b>Subject:</b> Concessionary Parking at Smithfield Market During the Christmas Period 2021               | <b>Public</b>  |
| <b>Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?</b> | Support a thriving economy.<br>Shape outstanding environments. |
| <b>Does this proposal require extra revenue and/or capital spending?</b>                                  | <b>N</b>   |
| <b>If so, how much?</b>   | <b>N/A</b>   |
| <b>What is the source of Funding?</b>   | <b>N/A</b>   |
| <b>Has this Funding Source been agreed with the Chamberlain's Department?</b>                             | <b>N/A</b>   |
| <b>Report of: Ben Milligan</b>  | <b>For Decision</b>  |
| <b>Report author: Mark Sherlock, Markets Department</b>   |  |

### Summary

The Smithfield Market Tenants' Association (SMTA) has submitted a request to the Superintendent Smithfield Market, similar to that of 2020, for a temporary reduction in the car park tariffs from 9pm 1st December 2021 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 there are a significant number of Market loading bays (9) that have been suspended around the Market for major project works and this will create significant operational impacts to the Market as well as potentially causing severe traffic flow problems to the surrounding area and potentially beyond. The concession will therefore be even more important this year in view of the reduction in Market loading and pavement space and the impact construction work has had in the reduction of available bays.

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 19 days from Sunday 5th December to Thursday 24th December (compared to 14 days approved in 2020).
- Not give any concession

## **Recommendation(s)**

In order to boost trade to the Market in difficult times and reduce as much as possible the impact local project works are having on the Market, the recommendation is to grant an increased concessionary period of 19 days, compared to 14 days granted in 2020.

It is recommended that the current tariff be reduced to free for all visitors to the Rotunda car park from 9.00pm on Sunday 5th December until 10am on Thursday 24th December 2020 (19 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 2020, thereby helping to ease the flow of traffic around the Market and surrounding road network.

## **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. In addition, this year there is additional pressure upon the Market operation due to the suspension of nine loading bays for major projects work.
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.
3. Should Members wish to approve a similar concession to Christmas 2020 but widen it to 19 days, it is estimated that such a concession for December 2021 (option b) could reduce revenue for the car park over the 19 night/day period by some £11,400.

### **Current Position**

4. On 30<sup>th</sup> September 2021, the Smithfield Market Tenants' Association (SMTA) submitted a request that free parking in the Rotunda car park should be approved for December 2021 from 9pm on Wednesday 1st December to 10am on Friday 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 £4.00 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 4<sup>th</sup> December, Saturday 25<sup>th</sup>, Sunday 26<sup>th</sup>, Monday 27<sup>th</sup> and Tuesday 28<sup>th</sup> December respectively. The Market will be open on Wednesday 29<sup>th</sup> December until Friday 31<sup>st</sup> December, to reopen as normal on Tuesday 4<sup>th</sup> January.

## **Options**

7. Officers have identified three options for Members consideration:
  - a) Agree the SMTA proposal requested on the 30<sup>th</sup> September 2021, that the current tariff, be reduced to free for all visitors to the Rotunda car park from 9pm on Wednesday 1<sup>st</sup> December to 10am on Friday 31<sup>st</sup> 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 Sunday 5<sup>th</sup> December until 10am on Friday 24<sup>th</sup> December 2021, 19 days/nights (compared to the 14 days approved in 2020).

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 just under 3 weeks prior to Christmas to assist with trade and reduce as much as possible the impact various adjacent construction works will undoubtedly have.

- c) Not give any concession.

## **Financial Implications**

8. 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 2020 but widen it to 19 days, it is estimated that such a concession for December 2021 (option b) could reduce revenue for the car park over the night/day period by some £11,400, an increase of £2,900 to the 2020 concession.
10. Members may wish to consider not approving any concessionary period for Christmas 2021 in order to maximise income streams for the car park and to recover the cost of the additional traffic management measures (£16k) proposed from other sources.

## **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 2021 Christmas period. The recommended option b) would provide for concessionary rates during the Market's busiest period of trading activity over Christmas, assist in the implementation of the Traffic Management Plan designed to reduce traffic

gridlock around the Market and associated arterial roads and in addition this year, reduce the impact of major adjacent project works and loss of Market designated loading bays.

**Report author**

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