

Committee(s)	Dated:
Markets Board	9.11.2022
Subject: Concessionary Parking at Smithfield Market during the Christmas Period 2022	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: Ben Milligan, Markets Director	For Decision
Report author: Mark Sherlock, Markets Department	

Summary

The Smithfield Market Tenants' Association (SMTA) has submitted a request to the General Manager Smithfield Market, similar to that of 2021, for a temporary reduction in the car park tariffs from 9pm Thursday 1st December 2022 until 10am Saturday 31st December 2022 (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.

There remains a notable number of Market loading bays 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 beyond. The concession will therefore be very important this year in view of the reduction in Market loading bays, 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 importance of increased traffic management measures over the Christmas period:

- Agree the SMTA request in total (maximum 30 days).
- Reduce the concessionary period to 13 days from Sunday 11th December to Saturday 24th December (this is comparable to the 13 days granted by Committee in 2021).
- 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 a concessionary period of 13 days, compared to 13 days granted in 2021.

It is recommended that the current tariff be reduced to free for all visitors to the Rotunda car park from 9.00pm on Sunday the 11th December until 10am on Saturday 24th December 2022 (13 days) at an estimated cost of £7,800 in lost income.

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 2021, 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 a number of 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 2022 and grant 13 days, it is estimated that such a concession for December 2022 (option b) could reduce revenue for the car park over the 13 night/day period by some £7,800.

Current Position

4. On the 4th October 2022, the Smithfield Market Tenants' Association (SMTA) submitted a request that free parking in the Rotunda car park should be approved for December 2022 from 9pm on Thursday 1st December to 10am on Saturday 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 £4.20 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 23 trading nights as the Market will not be open on the weekend of 3rd December, Saturday 24th, Sunday 25th, Monday 26th, Tuesday 27th December and Saturday 31st respectively. The Market will be open on Wednesday 28th December until Friday 30th December, to reopen as normal on Tuesday 3rd January 2023.

Options

7. Officers have identified three options for Members consideration:
 - a) Agree the SMTA proposal requested on the 4th October 2022, that the current tariff, be reduced to free for all visitors to the Rotunda car park from 9pm on Thursday 1st December to 10am on Saturday 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 Sunday 11th December until 10am on Saturday 24th December 2022, 13 days/nights comparable to the 13 days approved in 2021.

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.
 - 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 2021 and grant 13 days, it is estimated that such a concession for December 2022 (option b) could reduce revenue for the car park over the night/day period by some £7,800 which is the same as the 13 day period granted in 2021.
10. Should option a) or b) the additional cost would fall on the Director of Markets local risk budget. He is already forecasting an overspending in 2022/23 on this budget so granting either of these concessions will worsen the overspending.
11. Alternatively, Members may wish to consider not approving any concessionary period for Christmas 2022 in order to maximise income streams for the car park and to recover the cost of the additional traffic management plan measures (£16k) proposed from other sources.

Conclusion

12. Officers have identified three options for Members' consideration in response to the SMTA's request for temporary concessionary car parking rates over the 2022 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 reduce the impact of major adjacent project works and loss of Market designated loading bays.

Report author

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