

Committee(s):	Date(s):
Markets	28 January 2015
Subject: Christmas 2014 – Smithfield Market Traffic Management Plan Update	Public
Report of: Superintendent – Smithfield Market	For Information
Summary	
This report is to update Members on the outcome of the Traffic Management Plan at Smithfield Market for the period leading up to Christmas 2014.	
Recommendation	
Members are asked to note the contents of this report.	

Main Report

Background

1. At your meeting on 19 September 2014 Members approved :-
 - the Final Traffic Management Plan and
 - funding the private stewards and signage from the projected underspend on Smithfield’s Central Risk budgets.

2. Following the Markets Committee meeting all interested parties involved in the Plan met on the 10 October 2014 to finalise arrangements. In addition, a meeting with the company principals of members of the Smithfield Market Tenants’ Association (SMTA) was held on 25 November 2014 so that the Superintendent, the City’s Traffic Manager and representatives from the CoL Police could explain how the Plan was devised and how it would be implemented. This was very well attended and positively received by the SMTA members. Comments and suggestions put forward by SMTA members were incorporated into the final Plan.

3. At the meeting, attendees were informed that changes to the Plan would be made following its implementation taking into account experience and lessons learnt on the night. A leaflet to inform all users of the Market, and other interested parties, of details of the Plan was finalised and widely distributed during the second week of December 2014.

4. The introduction of the Traffic Plan was effectively communicated to Market customers, traders, residents and local businesses. The Communication Strategy included information on websites (CoL,TfL and London Borough of Islington) weekly traffic management bulletins, notifications to local businesses (through the Corporate Property Advisory Team), social media and the specifically designed leaflet as mentioned in paragraph 3 above. Advice on the content of the leaflet was sought from the Chairman and Deputy Chairman of the Market’s Committee

as well as London Councils, and TfL. The SMTA contributed significantly towards the drafting of the leaflet.

Current Position

5. As expected, minor modifications had to be made in the light of experience particularly on the first two nights of the Plan being implemented, in particular regarding signage, visibility of traffic stewards and CoL Police Officers. For example, following representations made by the Chairman of the SMTA there was a relaxation of the entry restrictions at the junction of Aldersgate Street and Long Lane following the first two nights of the Plan's introduction. Consequently, this resulted in an increase in unrelated Market business traffic entering from Long Lane from Sunday night the 23 December, although this was managed through effective stewarding and policing particularly around the entrance to the Rotunda car park.
6. Although traffic volumes were high, generally throughout the four nights the plan was in place, there was no major traffic congestion or gridlocking. As a result of the managed traffic flows and relaxation of charges the Rotunda car park was almost full on all four nights.

Proposals

7. If a traffic plan is to be adopted for Christmas 2015 the following changes are likely to improve its implementation:
 - Better and larger signage at Aldersgate Street/Long Lane junction along the lines of "Access to Smithfield Market Only" on high trestles and "heavy goods vehicles only" signs at the western end of Charterhouse Street/Farringdon Road junction.
 - Diversion route signage around the whole route.
 - Better and larger car park signs in Long Lane and at the entrance to the Rotunda Car Park.
 - Increased resources at the entrance to the car park to manage unauthorised loading and unloading by customer vehicles. Alternatively the introduction of a customer loading and unloading area.
 - Deployment of additional stewards (two or three).
 - Improved layout of the car park to make it more "customer friendly".
 - More effective use of the parking attendants in the car park to manage capacity.
8. All the various agencies involved in the Plan have been asked by the 16 January 2015 to provide their views on what occurred (positive and negative), and to provide suggestions for possible improvements which could be implemented in any future Traffic Plan. In addition, a de-brief meeting of all parties involved in the 2014 Plan has been arranged for Monday the 26 January 2015 and ,therefore, the Superintendent will be able to update Members at your Committee meeting.

Conclusions

9. It is generally agreed by all agencies involved in implementing the Plan that the situation in 2014 was a significant improvement in traffic circulation around the Market, with no significant gridlocking which had been experienced in previous years, and that a plan for 2015 should be progressed including lessons learnt from the experiences gained in 2014. It is, therefore, proposed to provide Members with a further report following the full de-brief meeting with all interested parties involved in the 2014 Traffic Plan, and to provide a detailed analysis of costs with a recommendation on whether or not a plan should be put in place for Christmas 2015.

10. Members are asked to note the excellent team work engendered between the agencies involved including the City of London Police, Highways Department, Security Force Management the stewarding company and the Market Constabulary in contributing towards making the scheme an overall success.

Appendices

- None.

Background Papers

- Markets Committee Report 19 September 2014 Agenda Item 6 - Christmas 2014 Smithfield Market Traffic Management Plan Update

- Markets Committee Report 16 July 2014 Agenda Item 7 – Christmas 2014 Smithfield Market Traffic Management Plan

- Markets Committee Report 29 January 2014 Agenda Item 5 – Christmas 2013 Smithfield Market Traffic Management Plan update

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