

Committee(s):	Date(s):
Markets Committee	27 th January 2016
Subject: Smithfield Market Christmas Traffic Plan Review	Public
Report of: Director of Markets & Consumer Protection	For Information
<p>Summary</p> <p>In September of 2014, a report to Members drew attention to a proposal to implement a comprehensive Traffic Management Plan at Smithfield Market for the Christmas period 2015 following the success of a similar Plan initiated in 2014. The final details of the Plan were presented to Committee in September 2015. The report gave detail of plans to alleviate the congestion of traffic around the Market which had been experienced during Christmas periods prior to the implementation of the 2014 Plan.</p> <p>After Committee approval, the plan was implemented for the period 17/18 December 2015 (Thursday/Friday), 20/21 December 2015 (Sunday/Monday), 21/22 December 2015 (Monday/Tuesday) and 22/23 December 2015 (Tuesday/Wednesday) from 2200 hours to 0700 hours.</p> <p>The Smithfield Market Christmas Traffic Management Plan was a success, with much improved traffic flow due to comprehensive and timely planning with a joined up, positive approach by all concerned. This should be taken forward to 2016, with due cognizance of any lessons learned.</p>	

Main Report

Retrospective Position

The following gives a brief sample of feedback received including some of the partnership representatives who worked with the Corporation on developing and implementing the Smithfield Christmas Traffic Plan.

1. On the 24th December a message from Hugh Morris CC offered the following observations; *"I made my customary visit to Smithfield at about 4:45am today. I wish to pass on my congratulations to you and all the team for the outstanding job of traffic management being delivered there. On my way in, there was remarkably little traffic on Long Lane and I was able pretty much to drive straight in to the rotunda car park - on one of the peak days at a peak time. I also spoke to Paul Martinelli and Greg Lawrence who both confirmed that the traffic management was working very well from the traders' perspective too"*.
2. Lis Batteson, Smithfield Market Tenants Association.
"the general feeling is that it went well...I have already mentioned to Matthew that it might be worth considering a phased reduction of stewarding activity for next year..."
Ian Dorling, Head of Constabulary, Smithfield Market.

“All of the agencies involved worked well together and the experience gained from Christmas 2014 was evident in the effectiveness of the campaign. With the benefit of two years’ experience and retaining the present staffing levels I would anticipate Christmas 2016 will be even smoother.”

3. Sergeant John Zuber, City of London Police.
“From a police perspective I felt that the plan ran very well this year. There was good co-ordination between SFM (traffic marshals), Market Constables, Parking Services and police. This can be evidenced by the number of people who attended the market and by the way the roads around the market for the most part were clear. Feedback given to me from Market traders and members of the public was all very positive.”
4. Mike Perry, SFM Security Consultants, comments echoed those above.
5. Michael Winning, Contract Manager, Indigo Car Parking.
“My recommendation to keep the barriers working was agreed...the operation went well and it assisted all (particularly the marshals) to control the traffic flow outside the car park... the barriers (could be) raised at any time if they deemed it necessary. By keeping the barriers down the congestion was kept to a minimum and also assisted with any Health and Safety issues there may have been if we could not control traffic in and out of the car park.”

Going forward

6. Thorough debriefing sessions have been held to consult with both internal and external partners. Overall, it has been agreed that the Plan improved significantly traffic flow around the Market, benefiting from lessons learned in 2014.
7. Likewise, going forward, consideration will be given to some areas that could be improved upon e.g.
 - The number of articulated vehicles around the Market at crucial times that conflicted with the number of clubs and pubs which were open, and with increasing public footfall. Whilst it is difficult to change this, it will be looked at again this year with our partners at Islington local authority, business owners and Market tenants. At no point did the traffic develop into to a gridlock.
 - The car park signage particularly that above the kiosk at West Smithfield car park could be improved upon.
 - Despite an agreement between the City Police and Tesco’s to avoid their usual delivery times, which conflict with Market trading (between 2100hrs and 0400hrs), Tesco deliveries continued as normal. This will be discussed with Tesco management.

Conclusions

8. The Smithfield Market Christmas Traffic Management Plan should be considered a success, with much improved traffic flow due to comprehensive and timely planning with a joined up, positive approach by all concerned. This should be taken forward to 2016, with due cognizance to lessons learned from 2015.

Matthew Hill
Superintendent Smithfield Market
T: 020 7332 3747
E: matthew.hill@cityoflondon.gov.uk