

Committee(s):	Date:
Markets	7 March 2018
Subject: Smithfield Market – Car Park Utilisation	Public
Report of: Director of Markets & Consumer Protection	For Information
Report author: Mark Sherlock, Superintendent, Smithfield Market	

Summary

This update report informs Members about the current utilisation of Smithfield Market Car Park and particularly during the recent Christmas Traffic Plan period covering 6 nights between the 14 and 22 December 2017.

In September, the Markets Committee approved the Smithfield Market Tenants' Association request for concessionary parking for this period and the provision of traffic marshals. Committee approved expenditure of £15,977 to meet this request.

Recommendation(s)

Members are recommended to note the contents of this report.

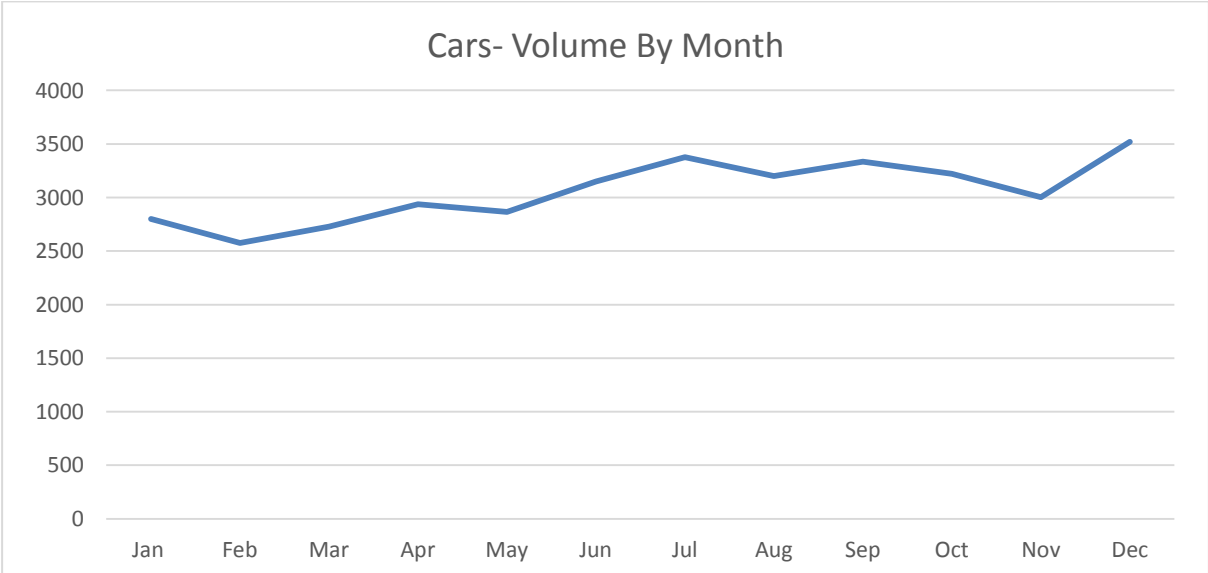
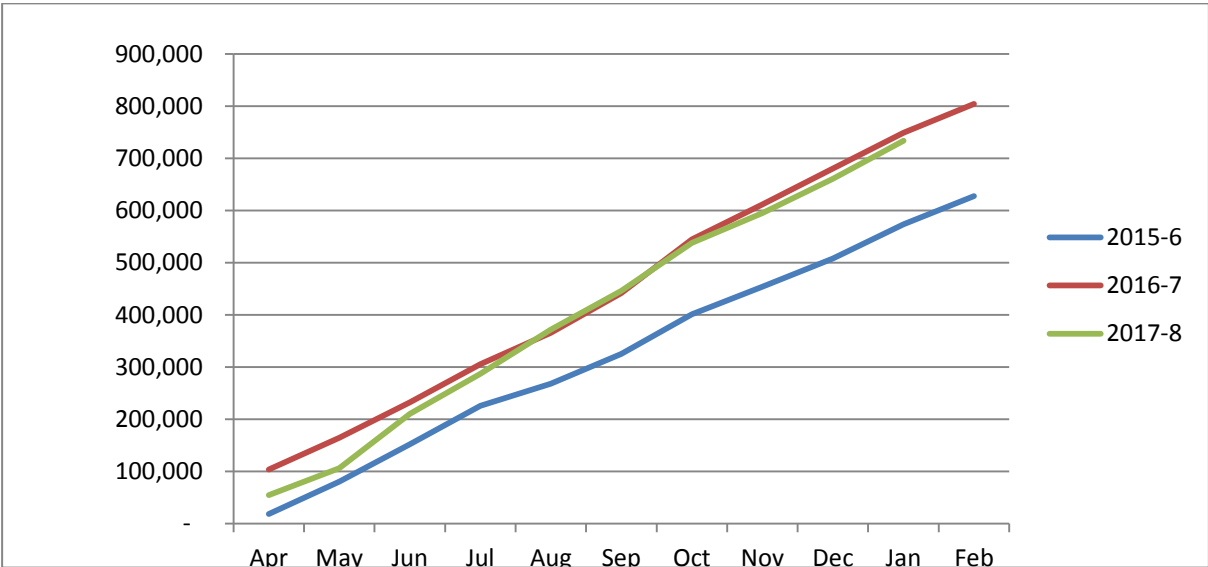
Main Report

Background

1. Concessionary rates for parking at the Smithfield Rotunda car park during the busy Christmas trading period has been a feature of traffic management plans at the market for a number of years. At the meeting of the Committee in September 2017, the Chairman requested that a written report on traffic and varying parking volumes at the market be presented to Committee; this report fulfils that remit.
2. Since the inception of the Traffic Plan in 2014 until the installation of the new INDIGO contract equipment in 2015, there has been limited data available on the usage of the Rotunda car park.
3. In 2017 the car park typically reached peak occupancy levels between 0800-0900hrs on a weekday morning when 53% of the 520 available spaces were used. This rises to 70% on a Friday and falls to 15% on a Sunday.
4. The make-up of usage by ticket holder across an average week is 65% hourly ticket and 35% pass card. This is subject to seasonal and trade variations during the day and weekly 24-hour period.

Current Position

5. The following graphs indicate the income stream for the car park with cumulative totals to date since April 2015 and monthly vehicle volumes for 2017.



- 6. Income to date for Smithfield in 2017 was in-line with forecast (after the tariff implementation in June 2017), recovering against 2016, and significantly up compared to 2015.
- 7. This year, as in previous years, the true cost of the Christmas concession is based on both assessed and reported revenue across the whole prior year. At Christmas, without operational barriers being lowered (they are often raised for long periods to aid traffic flow in the car park and the surrounding

roads) or ANPR, it is not possible to capture or accurately assess true occupancy levels for the concession period in question.

8. Car parking increased in line with the days approaching Christmas within the traffic plan.
9. Peak occupation, obtained by manual count, was reached at 5am on 22 December at 510 spaces, with highs for each of the 6 days as follows:

Thursday-Friday 14/15 December	381
Sunday-Monday (17-18)	342
Monday-Tuesday (18-19)	349
Tuesday-Wednesday (19/20)	427
Wednesday-Thursday (20/21)	494
Thursday-Friday (21/22)	510

10. Compared to a 6-day period in October across the same count period 2100-0700hrs (10 hours), there were an additional 1,911 cars manually counted this Christmas, an increase of approximately 24%.
11. The installation of Automatic Number Plate Recognition (ANPR) at Smithfield, in line with other City car parks, would improve the data quality and ease of interpretation. ANPR is also an industry standard being implemented across the UK.
12. This will enable efficient monitoring of occupancy levels, to make quicker and better-informed business decisions on occupancies, as well as opportunities for driving up use and income
13. ANPR would also enable pre-payment services through 3rd party hosting platforms (increasing the car park audience and revenue streams) and longer-term, potentially delivering cost savings in the management fee paid to Indigo for resource levels.
14. The Smithfield budget holds a proposed installation cost for ANPR for the 2018/19 financial year.

Conclusion

15. It is not possible to accurately quantify forgone revenue as a result of the concession. A major unknown is the number of vehicles that left or entered the car park across the 10-hour count period, or how many vehicles stayed for more than 3 hours. Any estimation would be subjective and not likely to be highly accurate. The Christmas 2017 Concession Parking paper reported estimated forgone income, across the 9-day concession period granted, of approximately £9,000.
16. The intended installation of ANPR from April 2018 will enable Market officers to fully understand uptake trends, thereby creating and delivering more effective strategies for maximising asset returns.

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