

APPENDIX 2 PRIVATE MARKET ANALYSIS

1. PRIVATE SECTOR COMPANIES

1.1 Amending the policy on secure parking spaces and storage would place LBHF in competition with private sector companies offering storage, garages, and parking spaces in the borough. Information in the tables below summarises offers from private sector companies.

2.1 The findings are summarised below:

- A garage is typically 170 square feet or more. When compared to the largest storage unit available privately, a garage is almost twice the size and can be used to either store a vehicle or goods.
- The proposal is to charge LBHF residents £23.08 weekly and non-residents £50 weekly to rent a garage.
- LCP is the only private company advertising garages in the borough. They have 29 units on Colwith Road but are priced considerably higher at £69 per week.

LBHF proposed offer vs Private companies

Company Name	Location	Service Provided	Unit Size (square feet)	Costs (weekly)
LBHF	Boroughwide	Garages (Tenants and Leaseholders £23.08)	170 (average)	£23.08
LBHF	Boroughwide	Garages (Private Residents £23.08)	170 (average)	£35.00
LBHF	Boroughwide	Garages (Non-Residents £50.00)	170 (average)	£50
Big Yellow Storage	Hammersmith	Storage	100	£102
Safe Storage	Hammersmith	Storage	35	£72
Access Storage	Fulham	Storage	100	£83
Shurgard	Kensington	Storage	100	£90
NCP Car Park	Shepherds Bush	Parking Spaces	N/A	£63
LCP Garages	Hammersmith	Garages	220	£69
Fulham Broadway Centre	Fulham	Parking Spaces	N/A	£57

2. GUMTREE

3.1 Information in the table below summarises offers from private sector individuals advertising parking spaces or garages in Hammersmith and Fulham on Gumtree.

LBHF proposed offer vs Private individuals

Search	Total Adverts	Cheapest (weekly)	Dearest (weekly)	Average Price (weekly)
Parking Spaces	17	£25	£107	£49

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