

Report of The Head of Planning and Local Development

Market Working Group Update

1. Purpose of report

This report aims to update Members on the activities of the Market Working Group since it was reinstated by this Committee in July 2012.

The activities of the Market Working Group aim to address the following council objectives:

- Promoting high quality growth by ensuring that the market is very much part of the town centre regeneration.
- Improving life chances of young people by encouraging young entrepreneurs to try a stall on the market as their first step into retail.
- Delivering efficient and responsive services in respect of the market and street trading.
- Enhancing the market environment to attract new traders and visitors to the area.

2. Executive summary

The market is an integral part of our town centre and one which should be protected and enhanced. The Market Working Group has been looking at ways to improve the operational, management and marketing activities of Wellingborough Market and the Street Trading pitches in Market Street and Orient Way.

3. Appendices

None

4. Proposed action:

4.1 The Committee is invited to RESOLVE to note the recent activities of the Market Working Group.

4.2 The Committee is invited to RESOLVE to approve the amendment of the Borough Council of Wellingborough's Off street Parking Orders as stated in paragraph 6.4.

5. Background

- 5.1. In July 2012, this Committee approved the reinstatement of the Market Working Group in order to conduct a review of the current market and street trading arrangements and consider proposals for improvement.
- 5.2. The terms of reference for this group, which were approved by this Committee in July 2012.
- 5.3. The review of the market highlighted a number of areas which require improvement and has demonstrated that the project is much larger than previously anticipated.
- 5.4. The Market Working Party continues to examine the administration and management of the Market together with considering new ideas to improve the market going forward. More clarity has now been provided and the stall holders are more aware of their responsibilities and how the council is determined to make the Market better

6. Discussion

- 6.1 The Market Working party have progressed the actions the Committee approved at their last meeting held On the 19 March 2013,as follows:

6.2 Location of Stalls

Market Working Group Recommendation: Officers investigate the possible relocation of stalls to Market Street and Orient Place for a four month trial period, starting as soon as possible. Details of cost, the number of stalls and service provision to be agreed with the Chairman and Vice Chairman of this Committee.

- 6.2.1 Since the committee meeting in March, officers have investigated the possibility of relocating the market onto Market Street and Orient Place. Consultation with Northamptonshire County Council (as the highways authority) is ongoing as is further investigation into the potential costs of any proposed relocation.
- 6.2.2 Officers are also investigating the potential of introducing additional street trading pitches onto Orient Place as an alternative to relocating the whole market. This would provide trader presence on Orient Place, leading up to the main market. It has become clear that this work will not be complete for the relocation to be tested this year. It was however agreed that those stall holders wishing to occupy the vacant street trading pitches in Market Street and Orient Way could do so without the loss of their Market stall for the duration of one year.

6.3 Market Charter

- 6.3.1 **Market Working Group Recommendation:** Officers investigate the enforcement of Wellingborough's Market Charter and a Market Rights Policy is drafted for approval by this Committee to support the Market Charter.

6.3.2 Officers continue to investigate this matter further with advice from NABMA (National Association of British Market Authorities) and will work on the issues arising from recent legislation with District Law particularly in relation to the registration of the Charter with Land Registry and further measures to strengthen the councils position in relation to other markets held in the vicinity of Wellingborough. The Market Working Party will be provided with this information to help formulate a recommendation for this committee to consider.

6.4 **Parking**

6.4.1 **Market Working Group Recommendation:** Following consultation on an amendment to the Off Street Parking Order, Officers discuss any representations and agree the extent of the amendment to the order with the Chairman and Vice Chairman. The order should, however, be amended to exclude the restriction operating on a Sunday and applying to the parking spaces reserved for the All-Hallows Church officials to use Monday to Saturday.

The Council formally requests the NCC Parking Enforcement Team to enforce within the market area at times to be agreed with the Chairman and Vice Chairman of this Committee. This now needs to be formalised by amending the Borough Council of Wellingborough's Off street Parking Orders.

The orders now in force are the Borough Council of Wellingborough (Off-Street Parking Places) Variation Order 1994 and the Borough Council Of Wellingborough (Off-Street Parking Places) (Amendment) Order 2013. The suggested hours of operation are Monday – Saturday 8am until 6pm. No operation on Sundays.

The process of amendment of the order involves a statutory consultation procedure with the Police, the County Council and other parties. The views of market traders will need to be taken into account.

6.4.2 Discussions with the NCC Parking Enforcement Team are ongoing. The Market Working Group agreed that if possible, the enforcement times should be Monday – Saturday 8am – 6pm. No enforcement is to be requested on Sundays to ensure that access is not restricted to All Hallows Church services.

6.4.3 **Market Working Group Recommendation:** following a site meeting with traders on the 27 February, officers have been asked to investigate alternative parking options for trader vehicles and to report back to the Market Working Group for discussion.

6.4.4 The Market Working Group agreed that all traders should be notified of when the parking enforcement on the market place will commence, reminding them that there is designated parking for market vehicles in Jackson Lane car park. Any trader's vehicles parked on the market place after the commencement date will be in contravention of the Market Regulations and subject to enforcement by the NCC parking enforcement team.

6.5 **Tuesday Bric a Brac Market**

6.5.1 **Market Working Group Recommendation:** That the Council investigate whether the operation of the Tuesday Bric-a-Brac market should be directly managed after March 2013 by the Council. This matter be thoroughly investigated and brought back to committee for consideration.

6.5.2 The Tuesday market is currently being managed by Wellingborough Norse. A full assessment of the Tuesday market is being undertaken and a report will be presented to Resources committee in September 2013.

6.6 **Street Trading**

6.6.1 **Market Working Group Recommendation:** Implications for the existing street trading pitches are determined at the same time as the potential relocation of the market.

6.6.2 There are currently four existing street traders who have all been contacted individually in relation to their applications to trade in Wellingborough town centre. Two of the traders have been relocated in order to improve the Market Street area.

6.6.3 Officers are currently working with the traders in order to improve the appearance of the street trading pitches.

6.6.4 A review of the street trading regulations will take place and a report presented to this committee later in the year.

6.7 **Wellingborough Shoppers Charter**

6.7.1 All traders have been issued with a copy of the Wellingborough Shoppers Charter and the information is now available on the council's website.

6.8 **Marketing**

6.8.1 It was acknowledged by the Council that more promotion of the market was needed. A programme of marketing activities will be developed by officers and discussed with the Market Working Group and traders.

6.8.2 The Easter Egg Hunt held on the 30th March was very successful and well publicised throughout the local press.

6.8.3 The market was included on the new Heritage Trail which was launched at the Waendel Weekend and traders were encouraged to decorate their stalls to welcome local and international visitors.

6.8.4 Officers will continue to work in partnership with the Council's Communications Officer to promote the market and its traders through the local press and the Council's newspaper, The Link.

7. Legal powers

- 7.1 The Council's constitution delegates power to the Committee in respect of town centre management and strategy/operations of the general market, amongst other things
- 7.2 Local Government (Miscellaneous Provisions) Act 1982 grants power to make regulations and fee charges for trading in Consent Streets.
- 7.3 Local Government Act 2003 grants power to make regulations and fee charges for Markets.
- 7.4 The council has power under section 32 of the Road Traffic Regulation Act 1994 to make orders regulating parking in off street parking places where "for the purposes of relieving or preventing congestion of traffic ... it is necessary to provide ... parking places ...". The consequence of making such an order is that it becomes an offence to park in breach of the order. However by virtue of the provisions of the Traffic Management Act 2004 and The Road Traffic (Permitted Parking Area and Special Parking Area)(County of Northamptonshire)(Corby, Wellingborough, East Northamptonshire and South Northamptonshire) Order 2007 that offence can be enforced through parking civil enforcement processes by Northamptonshire County Council once an agreement to do so is in place with the county council.

8. Financial and value for money implications

- 8.1. The Market Working Groups recommendations request Officers to investigate the potential costs of relocation of stalls to be reported back to the Market Working Group.
- 8.2 There is currently a budget of £3000 for marketing of Wellingborough Market. The marketing programme developed by officers will allocate this accordingly subject to consolation and agreement by the Market Working Group.

9. Risk analysis

Nature of risk	Consequences if realised	Likelihood of occurrence	Control measures
Taking no action in respect of seeking to improve the Market.	The Market Could further decline and trading collapse with the likelihood of significant financial loss.	High probability	Continue to take action to improve the trading position on the Market.
Taking no action to improve	The street remains	Medium / High	Enhance management of

street trading.	unattractive for visitors and shoppers and may ultimately dissuade investment in regeneration.		the trading regulations.
Increases could result in further loss of traders	Loss of income	Medium	Minimal increases and new incentives

10 Implications for resources

- 10.1 The various measures will make better use of the resources invested in the Market.

11 Implications for stronger and safer communities

- 11.1 An improved market could bring benefits to the local community by way of social and economic improvement.

12 Implications for equalities

- 12.1 An equalities impact assessment will be conducted on any potential relocation proposals.

13 Author and contact officer

- 13.1 Jennifer Bell, Project Co-ordinator

14 Consultees

- 14.1 Steven Wood, Head of Planning and Local Development
14.2 Victoria Phillipson, Principal Planning Policy and Regeneration Manager
14.3 Nicola Mackenzie, Economic Regeneration Officer
14.4 Nicola Holden, General Manager, (Wellingborough Norse)
14.5 Stephen Dunkley, Cleansing Manager, (Wellingborough Norse)
14.5 Henry Summerfield, Town Centre Charge Hand, (Wellingborough Norse)
14.6 Tracey Cave, Service Accountant

15 Background papers

- 15.1 Market Working Group Minutes.