

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 new members were appointed to the group in July 2013.

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.

3 Appendices

Appendix One – Market Working Group Terms of Reference

Appendix Two – Advertising Banner

Appendix Three – New Market Logo

4 Proposed action:

4.1 The Committee is invited to RESOLVE that the Market Working Groups recommendations are approved and implemented accordingly.

4.2 The Committee is invited to RESOLVE that delegated powers be granted to the Head of Planning and Local Development in consultation with the Chairman and Vice Chairman to approve amendments to the Off Street Parking Order in relation to parking for All-Hallows Church as discussed in the Market Working Group and referred to in the report.

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, can be seen in Appendix One.
- 5.3 The group consists of five members of the Development Committee, reflecting the political balance of the committee. Councillor Higgins was appointed to the group in July 2013 following the committee reorganisation in April.
- 5.4 The review of the market has highlighted a number of areas which require improvement and has demonstrated that the project is much larger than previously anticipated.
- 5.5 In March 2013, this committee approved a number of recommendations by the Market Working Group and council officers have been working with members of Wellingborough Norse to progress these.

6 Discussion

6.1 Relocation of Market 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

- 6.1.1 Officers have investigated the various options available to relocate market stalls including the hire of gazebos from Northampton Borough Council and the purchase of gazebos for use by market traders. The financial aspects of the trial relocation were considered by the Market Working Group to be very high and it was felt that the council could be criticised for the misuse of funds over such a short period of time.
- 6.1.2 Officers also investigated the proposals to relocate the market with the Highway Authority. The relocation of the market to Orient Place, in principle, received no objection. However, the Highway Authority did have concerns with locating gazebos etc on Market Street. It was confirmed that there were also concerns with the type of fixings required for the gazebos.
- 6.1.3 The relocation therefore, in principle was approved, but would lead to the termination of the current agreement for trading on Pebble Lane. It was calculated that if the Market and Pebble Lane were to move in full, the number of traders could not be fully accommodated on Orient Place.
- 6.1.4 A site meeting with a gazebo hire company also raised concerns in relation to the

level of fixing required for the gazebos on Orient Place due to the gradient of the area and the exposure to the elements.

- 6.1.5 A number of objections have also been received by the public and local businesses expressing concern that it was proposed that the market was to be relocated from its current historical location and that the market trade could have an adverse affect on the surrounding businesses.
- 6.1.6 The Market Working Group at it's meeting in June 2013 agreed that the above points, particularly the high cost of the gazebo hire was too high a risk for such a short trial period.
- 6.1.7 The group agreed that officers should progress an alternative proposal to introduce three new/additional street trading pitches on Orient Place, allowing Pebble Lane to remain in situ during the trial period. This would bring the total of street trading pitches on Orient Place to 6.
- 6.1.8 Unfortunately, due to a delayed approval from the Highways Authority, it has not been possible to advertise the additional street trading pitches until now.
- 6.1.9 It is therefore proposed that the Christmas Market which is being organised by the BID be used as a 'trial period' to test whether a market/stall in the location of Orient Place will be successful.
- 6.1.10 MWG Recommendation: That the BID Christmas market is used as a 'trial market area' to test whether this location will be successful.

6.2 Market Charter

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

- 6.2.1 Earlier this year, the Council learnt that it was required to register its Market Charter with the Land Registry. Officers have been working with District Law in order to achieve this by the deadline of October 2013. It is also proposed that the Tuesday/Friday and Saturday markets are established under stage 3 of the Food Act 1984.
- 6.2.2 MWG Recommendation: District Law progresses the registration of the market days and establishes them under stage 3 of the Food Act 1984.

6.3 Parking

- 6.3.1 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.

- 6.3.2 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.
- 6.3.3 Officers have been working with District Law in order to redraft a comprehensive amendment to the off-street parking order which is currently out for consultation. It is proposed by the Market Working Group that the order should include the whole area of the market place and will be enforced between the hours of 8am and 6pm, Mon – Sat.
- 6.3.4 The Market Working Group has proposed that the order also applies to market traders to prevent the market place from continuing to have the appearance of a car park. The traders vans was one of the issues highlighted as a negative point in the NABMA Health Check carried out in November 2012.
- 6.3.5 The council has also entered into an agreement with NCC for their parking team to enforce the order.
- 6.3.6 MWG Recommendation: Officers continue to liaise with District Law to progress the off street parking order amendment.
- 6.4 Tuesday Bric-a-Brac Market
 - 6.4.1 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
 - 6.4.2 Officers have been working with Wellingborough Norse to put together four options for the Market Working Group to consider. These are to be discussed at the next Market Working Group meeting and a recommendation brought back to this Committee in December.
- 6.5 Market Regulations
 - 6.5.1 Officers have conducted a review of the Market and Street Trading Regulations and drafted specific regulations for the Bric-a-Brac market.
 - 6.5.2 Legal advice is required on whether this council should stipulate any goods that are not to be sold on Wellingborough Market i.e. drug related paraphernalia.
The Market Manager may request any Stallholder to remove from display any article(s) which in his opinion, or that of any duly authorised officer of the Council, is unlawful to sell or is likely to be offensive to members of the public at large or could bring the Council in to disrepute, whereupon the Stallholder shall remove such articles immediately and desist from offering them for sale henceforth. In the event of the stallholder refusing to remove such article(s) from

display, or removing them but returning them to display subsequently, the Stallholder shall render himself/herself liable to instant dismissal from the Market subject to the disciplinary procedure appearing hereunder.

6.5.3 MWG Recommendation: Consultation on the market regulations takes place with market traders.

6.6 Marketing

6.6.1 Officers have been investigating the most effective methods of promoting the market including advertising in trade and local magazines.

6.6.2 A new banner (see appendix two) has been designed and will be displayed at the five advertising sites on the edge of town. These will be erected whenever the sites are not booked by other parties.

6.6.3 A new logo has also been designed for Wellingborough Market, which will be used on all future market promotion (see appendix three).

6.6.4 MWG Recommendation: The new logo is approved and used in all future promotion for the market.

6.7 Summary of Recommendations

6.7.1 That the BID Christmas market is used as a 'trial market area' to test whether this location will be successful.

6.7.2 District Law progresses the registration of the market days and establishes them under stage 3 of the Food Act 1984.

6.7.3 That officers continue to liaise with District Law to progress the off street parking order amendment

6.7.4 That the committee approves the recommendations in the Tuesday Bric-a-Brac Market committee report and the options are presented at Resources committee.

6.7.5 Consultation on the market regulations takes place with market traders.

7 Financial and value for money implications

7.1 The BID Christmas market will be monitored by officers and discussed with the Market Working Group in January 2013. The Market Working Group will then make a recommendation on whether to continue with investigating the relocation of the market.

7.2 There is currently a budget of £3000 for marketing of Wellingborough Market. The marketing programme developed by officers will allocate this accordingly subject to consultation and agreement by the Market Working Group.

8 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 street trading.	The street remains unattractive for visitors and shoppers and may ultimately dissuade investment in regeneration.	Medium / High	Enhance management of 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 Development 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.

Market Working Party

Terms of Reference July 2013

Name - The Group will be known as the Market Working Party

Membership - The Group will be comprised of:

- Five members of the Development Committee reflecting the political balance of the Committee
- A senior Council Officer and such other Council Officers as may from time to time be nominated by the Head of Planning and Local Development
- Wellingborough Norse Representative

Market and street traders will be invited to attend meetings following the approval of the Chairman, providing they are, at the time of the meeting, fully licensed and paid-up traders at Wellingborough market under the terms of the Wellingborough Market and Street Trading Regulations.

It is not intended that members of the general public be allowed to attend as a matter of course nor that the minutes of the Group's meetings be made public.

Objectives

To enable Councillors, Council Officers, Market Traders, Street Traders and key partners such as Wellingborough BID Ltd, to exchange views and develop proposals to enhance and promote the market and its offering, creating a 21st Century market, which:

- a) complements the Town Centre offer
- b) becomes more of an attraction for visitors
- c) acts as a catalyst for retail entrepreneurs

Responsibilities

1. The group will receive opinions and feedback from external agencies (e.g. Wellingborough BID Ltd, Town Centre Partnership, Chamber of Commerce and large retail owners) as well as market traders themselves as to the current trading environment and conditions and how they could be improved.
2. The Group may also commission wider public consultation to further its objective.
3. Make recommendations to the Development Committee in accordance with the above, for matters to be put to the appropriate committee of the Council for approval where power to make a decision has not already been delegated to an officer.

Meetings

The group will meet monthly from September 2013 for a period of six months. At the end of this period, a recommendation to continue the group will be presented to the Chief Executive and Leader of the Council if the Chairman deems it appropriate..

Wellingborough Market

General Market: Wednesday Friday Saturday
Bric-a-Brac Market: Tuesday

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Wellingborough
Making Wellingborough a place to be proud of



www.wellingborough.gov.uk/market



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