

## **CABINET MEMBER FOR BUSINESS GROWTH AND REGENERATION**

**Venue: Town Hall, Moorgate  
Street, Rotherham S60  
2TH**

**Date: Monday, 14th July, 2014**

**Time: 9.00 a.m.**

### **A G E N D A**

1. To determine whether the following items should be considered under the categories suggested in accordance with Part 1 of Schedule 12A (as amended March 2006) of the Local Government Act 1972.
2. To determine any item(s) the Chairman is of the opinion should be considered later in the agenda as a matter of urgency.
3. Apologies for absence
4. Nomination of representative to the National Association of British Market Authorities (Pages 1 - 2)
5. Centenary Market - Licensed Bazaar Market - Licence Extension (Pages 3 - 5)
6. Exclusion of the Press and Public  
The following item is likely to be considered in the absence of the press and public as being exempt under Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 (Information relating to the financial or business affairs of any particular person, including the local authority)
7. RiDO Inward Investment property database CRM System (Pages 6 - 8)
8. Date and time of next meeting - Monday 1st September 2014 at 9.00 a.m.

<b>ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS</b>
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<b>1.</b>	<b>Meeting:-</b>	<b>Cabinet Member and Advisers for Business Growth and Regeneration</b>
<b>2.</b>	<b>Date:-</b>	<b>Monday 14<sup>th</sup> July 2014</b>
<b>3.</b>	<b>Title:-</b>	<b>Nomination of RMBC representative to the National Association of British Market Authorities.</b>
<b>4.</b>	<b>Directorate:-</b>	<b>Environment and Development Services</b>

### 5. Summary

Rotherham Borough Council, as a market operating authority are long standing members of the National Association of British Market Authorities (NABMA) and as such are entitled to representation at NABMA meetings and conferences, in recent times this representation being made by officers rather than elected members. In order to maintain its strong position as the leading markets organisation a NABMA working group has requested that each member authority nominate an elected member as its representative.

### 6. Recommendation

**That one elected member be nominated as RMBC representative to attend NABMA meetings and conferences.**

### 7. Proposals and Details

The National Association of British Market Authorities (NABMA) is an organisation which was established more than 90 years ago to promote the markets industry, look after the interests of market operators and to provide a wide portfolio of services to its members, its membership consists mainly of Local Authorities but also includes private operators, social enterprise and community groups.

Rotherham Borough Council has been a member since its inception.

While working on the national stage NABMA co-operates with organisations which play an important role in securing the future of markets such as the Association of Town & City Management (ATCM), the National Market Traders Federation (NMTF), National Association of Local Councils (NALC), the World Union of Wholesale Markets (WUWM) as well as government departments in the UK and Europe, with the aim of raising the profile of market operations and protecting the interests of its members.

NABMA is very effective at promoting and co-ordinating market initiatives and promotional campaigns such as the Mary Portas Report, Market of the Year and Love Your Local Market – the single biggest market event ever promoted.

The services provided to NABMA members includes, advice and up to date information on market issues, free legal advice, free market health checks, a consultancy service, forums for retail and wholesale matters, best practice guidance documents, a “buddy” scheme for new officers, training seminars and networking opportunities. It also provides access to the only available accredited professional

market qualification the Diploma in Market Management and membership of the Institute of Place Management.

Although initially established as an organisation for elected members – with officers attending as advisers, elected member attendance has fallen in recent years. NABMA recognise that elected member support is essential if the organisation is to maintain its position as the leading markets organisation in the UK and Europe and to this end are asking for nominations of a named elected member from each member authority.

The member representative will be invited to attend approximately four retail forum meetings per year and two conferences, a single day in January and the annual two day conference in September. There will also be the opportunity to attend training seminars and special events. Meetings, seminars and conferences are held at various venues throughout the country with member authorities often offering to act as host.

### **8. Finance**

Delegate attendance at the two conferences will incur costs of approximately £125.00 & £250.00 there will also be travel costs to these and each meeting attended.

### **9. Risks and Uncertainties**

Not having an elected member representative at NABMA meetings could lead to the Cabinet Member for Business Growth & Regeneration not being fully advised on matters relating to markets. There is also the added risk that the decreasing numbers of elected member representatives attending NABMA meetings could lead to NABMA losing some of its strength as the leading voice of markets, in particular on the political stage.

### **10. Policy and Performance Agenda Implications**

Vibrant and successful markets are an essential feature of any Town and a key element in delivering the Council's Corporate priorities, they also support regeneration priorities by providing a sustainable environment for business start-up.

The proposal will ensure that RMBC members are kept fully informed on market matters and give them a voice on national issues affecting the market industry.

### **11. Background Papers and Consultation**

Further details about the National Association of British Market Authorities (NABMA) can be found at [WWW.nabma.com](http://WWW.nabma.com) .

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<b>1.</b>	<b>Meeting:-</b>	<b>Cabinet Member and Advisers for Business Growth and Regeneration</b>
<b>2.</b>	<b>Date:-</b>	<b>Monday 14<sup>th</sup> July 2014</b>
<b>3.</b>	<b>Title:-</b>	<b>Licensed Bazaar Market – Licence extension</b>
<b>4.</b>	<b>Directorate:-</b>	<b>Environment and Development Services</b>

### **5. Summary**

Pursuant to Council minute G137 from the meeting held on 8<sup>th</sup> May 2013, to report on the annual review of the themed Bazaar type market held on the outdoor covered area of the Centenary Market Complex each Thursday.

### **6. Recommendations**

**The Licence granted to Shabir Hussain of Select 2 Ltd T/A “The Bazaar” is extended for a period of 24 months in accordance with clause 3 of the Licence Schedule.**

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## **7. Proposals and Details**

The Asian product themed Bazaar was introduced on 27<sup>th</sup> June 2013. It operates under licence and is held every Thursday on the outdoor covered market. The Bazaar is managed by the private operator Select 2 Ltd.

The main objective for introducing the Bazaar to the weekly calendar of outdoor covered markets was to improve the town centre offer and raise the profile of the Centenary Market by reaching out to new and diverse customers. As a result this would increase footfall and potential spend which would benefit not only the Indoor Market Hall but the Town Centre as a whole.

Footfall counting systems and anecdotal evidence demonstrate that this objective has been achieved with most indoor traders reporting either an increase in Thursday takings or at very least a noticeable increase in visitor numbers particularly in late afternoon when traditionally the market was very quiet.

The Indoor Market Hall has a camera in each entrance which counts the total number of visitors each day. Prior to the 27<sup>th</sup> June 2013, when there was no outdoor covered market activity on Thursdays (other than traders setting up ready for Friday), average Thursday visitor numbers to the Indoor Market Hall were in the region of 9,800. In the 12 months since the inception of The Bazaar this number has risen by 22% to reach an average of 12,000, with numbers in excess of 17,000 being achieved on celebration days. There is no footfall counting system on the outdoor covered market which means that a considerable number of visitors to the covered market who visit the wider Town Centre without entering the Indoor Hall are not included in these numbers

The opening of the Bazaar did initially result in a small decline in visitor numbers to the Indoor Market Hall on other trading days. However, this decline was slight and was not sustained. With visitor numbers soon returning to normal this indicates that the additional footfall generated by the Bazaar on Thursdays was, as anticipated, made up from new and additional visits to the market, often from areas outside of the borough.

There was at first some opposition to the Bazaar from existing traders, in particular those who used Thursdays as their setting up day ready for Fridays trading. This opposition reduced after an alternative setting up time was offered by market management; the two sets of traders now seemingly work quite happily alongside each other.

The Licence signed by the operator was for a trial period of one year with the option to extend this for a further two years if successful, it is now proposed that this option be exercised.

## **8. Finance**

The overriding objective of this new market was to generate additional footfall which would improve trade in the town centre on Thursday. This objective has been achieved and is cost neutral to the market account. The annually increasing Licence fee agreed for the three year period will ensure that the cost neutral operating basis

will be maintained through year two with a surplus of approximately £4,500 being generated in year three.

### **9. Risks and Uncertainties**

The potential risks and uncertainties identified prior to agreeing the operation of the Bazaar have not been realised i.e.

- The market has not failed to attract new shoppers.
- There is no evidence that the market has drawn trade away from existing businesses to any degree.
- Operating the new market does not generate additional requirements and costs.

Other than the usual ongoing commercial risk to the operator Select 2 Ltd of operating a market there are no new anticipated risks or uncertainties going forward.

### **10. Policy and Performance Agenda Implications**

A vibrant and successful market is an essential part of an attractive town centre and a key element in delivering Corporate Priorities 1 and 4 in that opportunities are being provided to enable business start-up and growth, and a wider more diverse service is being provided - more people come to the town centre for work, shopping and things to do and see. The Bazaar helps to support the sustainability of the markets operation which is a major footfall attractor for the town, currently drawing in on average circa 85,000 visits per week.

### **11. Background Papers and Consultation**

Rotherham Town Centre Shopper Survey 2012

Retail Group Shopper & Trader surveys 2014

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By virtue of paragraph(s) 3 of Part 1 of Schedule 12A  
of the Local Government Act 1972.

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