

Summary Sheet

Title

Markets Improvement Plan

Assistant Director Approving Submission of the Report

Simon Moss

Assistant Director Planning, Regeneration and Transport

Report Author

Simeon Leach

Economic Strategy and Partnerships Manager

Ward(s) Affected

Boston Castle

Executive Summary

The report is seeking approval to:

- run a number of new markets in the Outdoor Covered Market (OCM)
- change the stall rental charges for some of the existing markets
- Charge (20p) for the use of the toilets within the Centenary Market Hall, though disabled toilets will remain free to use.

Recommendations

That approval is given to running new markets on a Monday (Anything New), Tuesday (second hand) and Saturday (Baby and children's clothes and goods and Bakers, Crafters and Makers)

That any trader standing at the Wednesday market and paying £12.95 per stall, can rents stalls on the Tuesday market of the same week, at a reduced rate of £7 per stall.

A charge of 20p is made for use of the public toilets within the Centenary Market Hall. The disabled toilets will remain free to use.

List of Appendices Included

Report to Budget Roundtable 30th September 2019

Background Papers

No

Consideration by any other Council Committee, Scrutiny or Advisory Panel

No

Council Approval Required

No

Exempt from the Press and Public

No

Title: *Markets Improvement Plan*

1. Recommendations

- 1.1 That approval is given to running new markets on a Monday (Anything New), Tuesday (second hand) and Saturday (Tots 2 Teens and Bakers, Crafters and Makers)
- 1.2 That any trader standing at the Wednesday market and paying £12.95 per stall, can rents stalls on the Tuesday market of the same week, at a reduced rate of £7 per stall.
- 1.3 A charge of 20p is made for use of the public toilets within the Centenary Market Hall. The disabled toilets will remain free to use.

2. Background

- 2.1 The Markets face a number of challenges in achieving budgeted income and it is recognised, based on current trends that these challenges will result in a continuing or escalating budget pressure. While the redevelopment of the Markets complex will provide a potential long-term answer to this issue, officers were asked to explore shorter term tactical options to mitigate the budget pressure as far as possible.
- 2.2 A number of options have been put forward, most of them focussed on adding to and improving the offer in the Outdoor Covered Market, through running a number of new markets

Anything New (Monday) – focus on selling bargain price discounted stock
Second-hand (Tuesday) – remove restriction on only clothes and shoes, allowing sale of anything second-hand or general bric-a-brac
Baby & Children's clothing and goods (Saturday) - New and pre-owned goods; clothing, toys and accessories, for ages 0-19.
Bakers, Crafters and Makers (Saturday) – relocate current Crafter's Market to OCM and add baked goods and fresh locally sourced produce to the offer.
- 2.3 With the Tuesday and Wednesday markets both selling second-hand goods, it is recommended that anyone taking a stall on the Wednesday, at £12.95, can also take stalls on the Tuesday of the same week at £7.00 each.
- 2.4 There have been a number of recent cases of Anti-social behaviour in the Market toilets, which are also often left in a very dirty state. To tackle these issues it is proposed that a charge of 20 pence is made for their use. The Disabled toilets will still be free of charge, with access via a RADAR key

3. Options considered and recommended proposal

- 3.1 Seek to increase Markets income by running new markets, increasing promotion of the existing offer, using the existing £6,000 marketing budget, and setting a charge for the use of the Market toilets – recommended proposal.
- 3.2 Do nothing. Income will not increase and trader numbers on some markets are likely to continue to drop, to the point where they will no longer be viable to operate.

4. Consultation

- 4.1 Traders have been consulted regarding the implementation of a charge for use of the Market's toilets.
- 4.2 The Cabinet Member for Jobs and the Local Economy has been consulted on all the proposals.

5. Timetable and Accountability for Implementing this Decision

- 5.1 The new markets will be launched as soon as possible, with a timetable for them all to commence prior to Christmas 2019.
- 5.2 Charging for the toilets will require procuring of the equipment, probably turnstiles, which are unlikely to be installed until early 2020. These are estimated to cost about £5,000, will come from the existing markets budget and will produce income to cover the cost.
- 5.3 The Markets Service has responsibility for running the Markets.

6. Finance and Procurement Implications

- 6.1 The Markets budget position has been considered by the Regeneration and Environment Budget Roundtable, most recently at its meeting of the 30th September 2019. As a result of the on-going challenging retail trading conditions faced by Rotherham town centre, the Service is currently reporting a c£300k under-recovery of income in 2019/20. It is anticipated that the implementation of the initiatives in this report will reduce the annual structural budgetary deficit to c£250k.

7. Legal Implications

- 7.1 There are no legal implications arising from the contents of this report.

8. Human Resource Implications

- 8.1 There are no direct HR implications arising from this report.

9. Implications for Children and Young People and Vulnerable Adults

9.1 There are no direct implications relating to CYPS in this report

10. Equalities and Human Rights Implications

10.1 Equalities analysis initial screening document completed.

11. Implications for Partners and Other Directorates

11.1 None

12. Risks and Mitigation

12.1 That take up of the new markets will be low.

12.2 Mitigation – Set up costs will be negligible, while the new markets will be widely promoted to both potential traders and customers,

13. Accountable Officer(s)

13.1 *Simeon Leach, Economic Strategy and Partnerships Manager*

13.2 *Simon Moss, Assistant Director Planning, Regeneration and Transport*

Approvals obtained on behalf of:-

	Named Officer	Date
Strategic Director of Finance & Customer Services	Richard Young	15 th October 2019
Assistant Director of Legal Services	Lesley Tattersall	4 th October
Head of Procurement (if appropriate)		
Head of Human Resources (if appropriate)	John Crutchley	8 th October 2019