

Committee Name and Date of Committee Meeting

Delegated Officer Decision – 29 August 2024

Report Title

Feasibility Fund Allocation: Markets Future Vision and Operations

Is this a Key Decision and has it been included on the Forward Plan?

No, but it has been included on the Forward Plan

Strategic Director Approving Submission of the Report

Andrew Bramidge, Strategic Director Regeneration and Environment

Report Author(s)

Lorna Vertigan, Head of Regeneration
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Ward(s) Affected

Boston Castle

Report Summary

The South Yorkshire Mayoral Combined Authority (SYMCA) have allocated £3m revenue to Rotherham Metropolitan Borough Council as a 'Feasibility Fund'. A grant agreement has been signed to accept the funding and this report seeks to exercise delegation to the Strategic Director for Regeneration & Environment in consultation with the Leader of the Council and Assistant Director Financial Services to allocate £38,000 of this fund to undertake market engagement, vision setting and business planning for the future operations of Rotherham Market.

Recommendations

1. Allocate £38,000 of the Feasibility Fund for activity described in Section 2 of this report.

Background Papers

[June 2023 Finance Update](#)

Consideration by any other Council Committee, Scrutiny or Advisory Panel

Name of Committee – Click here to enter a date.

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Council Approval Required

No

Exempt from the Press and Public
No

Feasibility Fund Allocation: Markets Future Vision and Operations

1. Background

- 1.1 The South Yorkshire Mayoral Combined Authority (SYMCA) have allocated £3m of revenue funding to the Council as a 'Feasibility Fund'. The aim of this grant is to facilitate the development and delivery of Rotherham's Place Based Investment Strategy (PBIS) by reducing capacity and capability constraints and contributing to the development and delivery of both capital and revenue projects. The PBIS was presented to Cabinet in February 2023.
- 1.2 In December 2022 the grant was accepted by the Council and the funding agreement signed. Further, in June 2023 Cabinet approved the allocation of the Feasibility Fund via officer delegation to the Strategic Director for Regeneration & Environment in consultation with the Leader of the Council and Assistant Director Financial Services.
- 1.3 To date £1.884m has been allocated to contribute toward resourcing, property management costs, consultation, marketing and communications and development of town centre projects and the development of a feasibility study for a new Business Centre.

2. Key Issues

- 2.1 Work began on site on Rotherham Markets and Library redevelopment in September 2023 and is due to complete in late 2026. The project is a significant step in the regeneration of Rotherham town centre and while the capital investment in the fabric of the building is vital, it is essential the future operations of the market are fit for purpose and responsive to the current and future needs of a modern market facility.
- 2.2 Since the works on site, and consultation with traders commenced, there have been changes to the way the market operates and the way people are using it. The information gathered has highlighted an opportunity to review the future market model, with the view to creating a new more diverse destination with a wider scope of activity and greater income generating opportunities.
- 2.3 The Council will seek external support from specialist consultants to develop an appropriate and ambitious concept for the new market and food hall. Work will include:
 - Trader, stakeholder and public engagement
 - Business Planning
 - Design Input
 - Letting & Management Strategy

3. Options considered and recommended proposal

- 3.1 Funding could be sought from alternative sources through capitalisation or Council revenue. The fund is specifically designed for the purposes proposed

here and has been approved by the MCA and is therefore considered the best source for this requirement.

3.2 Alternatively, this work could not be taken forward. Without a clear vision and operational strategy for the markets the service may fail to respond to the opportunity the new capital development will bring.

4. Consultation on proposal

4.1 A series of consultation and engagement activities and events were carried out between 2018 and 2023, which enabled stakeholders to provide their views and opinions on the proposals and inform the decision making process, providing a sense of ownership.

4.2 Trader, stakeholder and public engagement will be undertaken to understand the most appropriate and successful model for the markets.

5. Timetable and Accountability for Implementing this Decision

5.1 Appointment of a consultant will be made through the Council's Multi-Disciplinary Contract immediately following completion of this Officer Decision Record. Completion of the work will take place before the end of 2024.

6. Financial and Procurement Advice and Implications (to be written by the relevant Head of Finance and the Head of Procurement on behalf of s151 Officer)

6.1 The feasibility fund has already been subject to previous agreed allocations.

Year	Agreed Use	Value £	Feasibility Fund Uncommitted £
2022/23	In year savings contribution towards regen costs	150,000	2,850,000
2023/24	In year savings contribution towards regen costs	200,000	2,650,000
2023/24	Resourcing, property management, consultation and marketing –	690,000	1,960,000

	Officer Decision March 2024		
2024/25	Regen staffing costs – Officer Decision May 2024	144,000	1,816,000
2024/25	Business Centre Feasibility – Officer Decision May 2024	100,000	1,716,000
2024/25	Strategic Site Development – Officer Decision Aug 2024	600,000	1,116,000

The allocations of the feasibility fund approved to date total £1,884,000, the addition of the allocation in this report will mean that £1,922,000 is committed leaving £1,078,000 available for future use.

6.2 There are no immediate procurement implications resulting from the recommendations detailed in this report. The proposal is to procure an external consultancy through an established Council contract, that is compliance with Public Contracts Regulations 2015 and the Council's own Financial and Procurement Procedure Rules.

7. Legal Advice and Implications (to be written by Legal Officer on behalf of Assistant Director Legal Services)

7.1 The expenditure set out within this report is consistent with the Feasibility Fund Grant conditions and as such the expenditure is considered reasonable and appropriate.

7.2 An appropriate contract will be established with the chosen supplier to ensure the project outcomes are delivered.

8. Human Resources Advice and Implications

8.1 There are no direct Human Resources implications arising from the recommendations contained in this report.

9. Implications for Children and Young People and Vulnerable Adults

9.1 There are no direct implications for Children and Young People and Vulnerable Adults

10. Equalities and Human Rights Advice and Implications

- 10.1 **Scope of the Proposal:** The proposal aims to support the redevelopment of Rotherham Market into a vibrant, inclusive space that supports diverse business ownership and customer demographics. This includes considering the needs of women, BAME individuals, elderly populations, and other socio-economic groups.
- 10.2 **Information Gaps:** Engagement activities are planned to gather detailed insights and ensure all community needs and aspirations are addressed.
- 10.3 **Consultation and Engagement:** The proposal includes targeted engagement, stakeholder mapping, and focus groups with young people to ensure broad and diverse participation. Consultation will be undertaken in accordance with the Council's consultation and engagement policy and toolkit.

11. Implications for CO2 Emissions and Climate Change

- 11.1 This proposal seeks the allocation of funds for a desk based exercise only and therefore there are not considered to be any direct carbon impacts.

12. Implications for Partners

- 12.1. The Feasibility Fund is provided by the South Yorkshire Mayoral Combined Authority and its use will contribute to the MCA's economic growth targets and the jointly owned Place Based Investment Strategy by delivering key outputs through the regeneration programme.

13. Risks and Mitigation

- 13.1 Expenditure in line with forecast is a risk in relation to timebound funding pots. However, the Feasibility Fund has a flexible timeline and the MCA will consider justifiable slippage against initial forecasts.

14. Accountable Officers

Lorna Vertigan, Head of Regeneration
 Simon Moss, Assistant Director Planning, Regeneration & Transport

Approvals obtained on behalf of Statutory Officers: -

	Named Officer	Date
Chief Executive	Sharon Kemp	Click here to enter a date.
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	Click here to enter a date.
Assistant Director of Legal Services (Monitoring Officer)	Phil Horsfield	Click here to enter a date.

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