

Committee Name and Date of Committee Meeting

Cabinet – 13 February 2023

Report Title

Cabinet Response to the Scrutiny Review - Markets: Engagement and Recovery Strategy

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

No

Strategic Director Approving Submission of the Report

Paul Woodcock, Strategic Director of Regeneration and Environment

Report Author(s)

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Ward(s) Affected

Boston Castle

Report Summary

This report responds to the recommendations from the Improving Places Select Commission spotlight review of Rotherham Markets carried out during 2022. The review examined the recovery and regeneration of the markets in Rotherham Town Centre.

Members undertook a site visit to tour the markets complex, viewed the areas for redevelopment, and met relevant Council officers and other stakeholders. This included a presentation illustrating the current situation facing the Rotherham Town Centre and Markets post-pandemic, opportunities for improving day to day engagement and communications and an outline of plans for redevelopment of the markets complex to re-invigorate supply and demand between sellers and buyers by attracting a new demographic to experience the markets.

A subsequent meeting was held in July 2022 to discuss the Markets' rules and regulations and how they could be updated and made more fit for purpose. The summary of findings and recommendations from the review were presented to Cabinet on the 19th December 2022 and this report proposes the responses to the recommendations.

Recommendations

1. That the Cabinet response to the Scrutiny Review Recommendations – Markets: Engagement and Recovery be approved.

List of Appendices Included

- Appendix 1 Cabinet’s Response to Scrutiny Review – Markets: Engagement and Recovery
- Appendix 2 – Equalities Screening Form (Part A) and Analysis (Part B)
- Appendix 3 – Carbon Impact Assessment

Background Papers

Improving Places Select Commission – 7 June 2022 Scrutiny Review
Recommendations – Markets: Engagement and Recovery
Overview and Scrutiny Management Board – 12 October 2022 Scrutiny Review
Recommendations – Markets: Engagement and Recovery
Cabinet -19 December 2022 Scrutiny Review Recommendations – Markets:
Engagement and Recovery

Consideration by any other Council Committee, Scrutiny or Advisory Panel

No

Council Approval Required

No

Exempt from the Press and Public

No

Cabinet's Response to the Scrutiny Review - Markets: Engagement and Recovery Strategy

1. Background

- 1.1 This report responds to the recommendations from the Improving Places Select Commission (IPSC) Spotlight Review of Rotherham Markets agreed by Improving Places Select Commission on 7 June 2022. The Spotlight Review examined the recovery and regeneration of the markets in Rotherham Town Centre, post pandemic.
- 1.2 Members undertook a site visit to tour the Markets Complex before a discussion with officers and other stakeholders regarding the current situation facing the Markets and the proposals for their redevelopment.
- 1.3 During the site visit and discussions IPSC Members identified the Market rules and regulations as an area they wished to review in greater detail. A subsequent meeting was held on 19 July 2022 to consider opportunities to update and simplify the rules and regulations.

2. Key Issues

- 2.1 Appendix 1 sets out the recommendations following the Improving Places Select Commission's review of the Markets' and the proposed response for Cabinet to consider.
- 2.2 The recommendations, set out below, were developed subsequent to meetings with Officers with responsibility for the management and operation of markets in Rotherham, as well as representatives of the National Association of British Markets (NABMA) and National Market Traders Federation (NMTF).
- 2.3 The recommendations from the IPSC are:
 - a) That face-to-face consultations and clear communication be prioritised in all interactions with vendors and traders.
 - b) That the service consult case studies and resources available in the libraries of NABMA and NMTF to inform the redevelopment of Rotherham markets.
 - c) That the service re-evaluates the support offer for new vendors, in consultation with the NABMA and NMTF, with a view to encouraging more new vendors to continue trading beyond the six-month introductory period.
 - d) In view of relevant expert advice in respect of sustaining a market during redevelopment works, that retaining traders through the redevelopment phase be considered top priority.
 - e) That any redesign of markets spaces duly considers usability and aesthetics, consulting market research to optimise spaces for inclusiveness and accessibility, and to make the offer especially attractive to students and young people.

- f) That consideration be given to how the redesign and operation of the markets may best cater to the needs and interests of younger generations by strengthening links with Rotherham College, North Notts College and Dearne Valley College (RNN Group) student populations and extending opportunities to new entrepreneurs through the Young Traders Scheme.
- g) Recognising that the town centre markets represent a unique and distinct community of buyers and sellers with its own accompanying needs and character, that consideration be given to the ongoing management resource required to sustain the markets economy successfully over the long term.
- h) That consideration be given to design and development choices that would help the markets to incorporate cashless, up-to-date approaches to commerce that their potential customers expect.

3. Options considered and recommended proposal

- 3.1 Option 1 – that Cabinet accepts the recommendations set out in Appendix 1 and provides a response to those recommendations. (Recommended option).
- 3.2 Option 2 – that Cabinet does not accept the some or all of the recommendations set out in Appendix 1. This is not recommended, especially as it could have a negative impact on the future operation of the Markets and delivery of the redevelopment.

4. Consultation on proposal

- 4.1 NABMA and NMTF both contributed to the IPSC review.

5. Timetable and Accountability for Implementing this Decision

- 5.1 The recommendations will be reviewed and implemented over a period of time, with a number likely to be part of the wider redevelopment project. The timetable for implementing the recommendations is set out in Appendix 1.

6. Financial and Procurement Advice and Implications

- 6.1 Where there is a need to procure goods, works or services to support the recommendations detailed in this report this must be undertaken in compliance with the Public Contracts Regulations 2015 (as amended) and the Council's own Financial and Procurement Procedure Rules.
- 6.2 There are no specific financial implications arising as a result of this report other than that the improvements identified will help commercial arrangements positively for markets.

7. Legal Advice and Implications

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

8. Human Resources Advice and Implications

8.1 There are no direct human resources implications arising from this report.

9. Implications for Children and Young People and Vulnerable Adults

9.1 There are no direct implications arising from this report.

10. Equalities and Human Rights Advice and Implications

10.1 Equalities Screening Form (Part A) and Analysis (Part B) completed and included at Appendix 2.

10.2 The Market is intended to provide an inclusive, safe and welcoming environment for all users. It is recognised that the building structure and mechanical services are aging and in need of investment to provide services suitable for users.

10.3 Consultation has been carried out with stakeholders and information from those consultations will be used to inform the redevelopment designs and future operations.

11. Implications for CO2 Emissions and Climate Change

11.1 There are no direct implications arising from this report as recorded at Appendix 3.

12. Implications for Partners

12.1. The Council are working closely with RNN to ensure links are made between the Markets, the College and its students.

13. Risks and Mitigation

13.1 The future of the Markets is inextricably linked to the successful redevelopment. **Mitigation** – the redevelopment is being led by RIDO and overseen by the Markets Board. Relevant issues raised by the IPSC will be fed into this process.

13.2 Already difficult trading conditions will be made more difficult/complicated by the impact of the redevelopment. **Mitigation** – A support package for traders is being developed. The aim of the redeveloped Markets is to have a more attractive proposition for both customers and traders.

14. Accountable Officers

Paul Woodcock, Strategic Director, Regeneration & Environment

Simon Moss, Assistant Director, Planning Regeneration and Transport

Simeon Leach, Economic Strategy and Partnerships Manager

Approvals obtained on behalf of Statutory Officers: -

	Named Officer	Date
Chief Executive	Sharon Kemp	30/01/23
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	24/01/23
Assistant Director, Legal Services (Monitoring Officer)	Phillip Horsfield	25/01/23

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