

	<b>Recommendation</b>	<b>Cabinet Decision</b> <i>(Accepted/ Rejected/ Deferred)</i>	<b>Cabinet Response</b> <i>(detailing proposed action if accepted, rationale for rejection, and why and when issue will be reconsidered if deferred)</i>	<b>Accountability</b>	<b>Target date for completion (if applicable)</b>
1.	<p>That the following recommendations from the review be received:</p> <p>a) That face-to-face consultations and clear communication be prioritised in all interactions with vendors and traders.</p>	Accepted	<p>The Market Service has regular communication and face-to-face interaction with both traders and customers. In January 2023, the Council re-launched The Voice meetings (in-person) for market and town centre traders, and regular communications with traders are planned throughout the preparation and delivery of the markets' redevelopment.</p> <p>A regular Market Service newsletter will commence Spring/Summer 2023 aimed at traders and customers.</p>	Dean Thurlow – Markets Service Manager	<p>On-going</p> <p>31/06/23</p>
	<p>b) That the service consult case studies and resources available in the libraries of National Association of British Markets (NABMA) and National Market Traders Federation (NMTF) to inform the redevelopment of Rotherham markets.</p>	Accepted	<p>A number of external organisations have been consulted to inform the redevelopment programme, including both NABMA and the NMTF. For example, NABMA raised previous examples they were aware of where issues arose from keeping traders in situ while works were carried out. This was fed into planning for the works programme.</p> <p>There has also been communication with a number of other areas that have redeveloped their Markets, for example, a visit has been made to Barnsley Markets to see what they have done and any lessons that can be learned. Others case studies that have been consulted include Doncaster, Sheffield and Leicester.</p>	Dean Thurlow, Markets Service Manager and Tim O'Connell, Head of RiDO	Some already completed, but still on-going
	<p>c) That the service re-evaluate 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.</p>	Accepted	<p>A high proportion of traders fail to continue trading once the reduced rent offer ends. RiDO Business Support Advisors offer one-to-one mentoring to all new businesses in the Markets, to help them prepare for the move to full rent payments and the impact of the difficult trading conditions at the current time, which is being felt by the whole retail sector.</p> <p>Further discussions on rent incentives and for businesses during the redevelopment period are being held, which may assist weekly-let tenants to trade beyond the initial six-month period.</p>	<p>Tim O'Connell, Head of RiDO</p> <p>Tim O'Connell, Head of RiDO in consultation with Finance</p>	<p>Ongoing</p> <p>31/02/2023</p>
	<p>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.</p>	Accepted	<p>As the economic and social heart of the town centre, supporting a substantial number of local small scale independent retailers and local jobs, the Council's objective is to enhance existing facilities to create a key hub for the local community, providing space to shop, meet and relax, for both local residents and visitors. Proposed works would create a modern, efficient facility that reflects its primary purpose to serve as a place for small business owners to trade and engage with customers, whilst also including elements of flexible space, suitable for easy adaptation to host temporary and changing uses.</p> <p>Retaining traders throughout the redevelopment process has been a key consideration throughout the planning and design period. A temporary market space proposal has been developed and is due to be presented to all Market traders in early 2023 for consideration. The Council is also currently preparing a support package to last throughout the construction programme and if approved will be shared in detail with traders.</p>	<p>Tim O'Connell, Head of RiDO</p> <p>Tim O'Connell, Head of RiDO in consultation with Comms</p>	<p>On-going</p> <p>Q1 2023/24</p>
	<p>e) That any redesign of markets spaces duly consider usability and aesthetics, consulting market research to optimise</p>	Accepted	<p>The need to address existing accessibility issues was identified early in the design process and included as a key component in the design brief prepared and shared with the external design team.</p>	Tim O'Connell, Head of RiDO	On-going

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	spaces for inclusiveness and accessibility, and to make the offer especially attractive to students and young people.		<p>This identified a need to not only improve the accessibility of entrances to the complex, but also movement and useability throughout the complex itself.</p> <p>Rotherham College and young people are highlighted as key stakeholders in the 'Markets Consultation Strategy' document. Early engagement took place with these stakeholders at the concept design stage and further engagement has taken place at key stages throughout the design period.</p>		
	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.	Accepted	<p>Young people, especially from the RNN town centre College site, have been identified as essential for the sustainable success of the redeveloped Markets. Increasing their use of the building as both customers and tenants is being pursued in a number of ways, for example:</p> <ul style="list-style-type: none"> <li>- Opening up the rear of the Markets through demolition of the former Charter Arms and its replacement with quality public realm. This will open up both the view and access to the Markets for students.</li> <li>- College courses that can tap into the activities that will take place during the redevelopment. i.e. courses in construction, marketing, etc.</li> <li>- Discussions are taking place with the College about a potential presence in the Food Court when redevelopment is complete.</li> </ul>	Tim O'Connell, Head of RiDO	On-going
	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.	Accepted	<p>The feasibility of a number of new Markets (for example Farmers' Markets, etc.) are being explored alongside the existing markets in the outdoor covered area and on the street, building on the success of current provision such as the Tuesday Street Market and the Bazaar.</p> <p>The redevelopment work will provide new equipment and an improved electricity supply, which is vital to attract some markets, especially food, to come to Rotherham.</p>	Dean Thurlow, Markets Service Manager and Simeon Leach, Economic Strategy and Partnerships Manager	On-going
	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.	Accepted	<p>A digital "change" project identified various improvements to provide a more digital and cashless service offer, for the Markets. However, the current IT infrastructure has made implementation of parts of this problematic. An improved IT network is part of the redevelopment project and will allow these changes to be implemented.</p> <p>In the meantime, the Markets Service are looking at what changes can be made in the short term, whilst recognising the changes and potential disruption for traders to manage as the redevelopment works are undertaken.</p>	Dean Thurlow, Markets Service Manager	On-going + 2025/26 for new IT network