



			The main works contractor appointed to help finalise designs, programming and implementation of the redevelopment, Henry Boot Construction Ltd, has extensive experience in Market development work and is applying this experience to inform the development proposals in Rotherham.		
	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.	Accepted	<p>All new traders are now offered an initial meeting and follow up sessions with RiDO Business Support Advisors who can deliver one-to-one mentoring to all new businesses in the Markets, to help them develop a financially sustainable business and prepare for the move to full rent payments.</p> <p>To address the disruption associated with the redevelopment a support package of 50% rent concessions across the Markets portfolio was implemented in Summer 2023 which extends the financial support offer to assist new traders to establish a viable business beyond the six-month introductory period.</p>	<p>Tim O'Connell, Head of Economic Development</p> <p>Tim O'Connell, Head of Economic Development in consultation with Finance</p>	<p>Ongoing</p> <p>Completed in Q2 2023/2024</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.	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 further development of the temporary market space proposal is being undertaken to relocate the indoor market traders into the temporary space during the redevelopment of the indoor market. The general approach has now been fundamentally altered to accommodate a temporary market option rather than works being undertaken with traders in situ. This change was made following feedback from traders that a temporary market would be preferable as a way of sustaining trade. This change in approach was presented to Market Traders in the sessions undertaken in February and March 2023 and was generally well received and supported.</p> <p>The Council has also prepared and implemented a support package to traders in the form of 50% rent concession, across the entire Markets portfolio, to help mitigate expected impacts throughout the construction period. This is specifically aimed at retaining traders by reducing overheads during a period of disruption.</p> <p>The relocation of the Outdoor Covered Market (OCM) activities to the street in November 2023, which was necessitated by the start of the enabling works in September 2023, was supported through communications via corporate channels to reach out to the market customers and ensure their awareness of the new locations for Markets activities. An example of a news release can be viewed online at <a href="https://www.rotherham.gov.uk/news/article/913/relocation-of-rotherham-outdoor-market">https://www.rotherham.gov.uk/news/article/913/relocation-of-rotherham-outdoor-market</a></p> <p>An ongoing marketing campaign has been established to address the Indoor Covered Market (ICM) traders' concerns around footfall since the OCM relocation to the street. This includes new signage, advertisements, and social media posts to promote all Indoor Market businesses. A double-page feature to promote market activities is also included in the bi-monthly Around Town magazine. The current focus is on supporting indoor market traders with each edition promoting a different theme.</p> <p>A well-received social media campaign focusing on individual traders was delivered in the run up the Christmas.</p>	<p>Tim O'Connell, Head of Economic Development</p>	<p>On-going</p> <p>Completed in Q2 2023/2024</p> <p>Completed: November 2023</p> <p>On-going</p>
	e) That any redesign of markets spaces duly consider usability and aesthetics,	Accepted	The need to address existing accessibility issues has been identified early in the design process and included as a key component in the design brief prepared and shared with the external design team.	Tim O'Connell, Head of	Ongoing

	consulting market research to optimise spaces for inclusiveness and accessibility, and to make the offer especially attractive to students and young people.		<p>The brief identified a need to not only improve the accessibility of entrances to the complex, but also movement and useability throughout the complex itself. Further information on how the redevelopment will address equality matters is provided in the December 2023 Cabinet Report (Appendix 4 Part B Equality Analysis Form Markets &amp; Library).</p> <p>One of the examples of the improved accessibility is the current redesign proposal for Market Square which, correspondingly, aims at improving the accessibility of the main entrance to the Markets.</p> <p>Rotherham College and young people are highlighted as key stakeholders in the 'Markets Consultation Strategy' document. Early engagement has taken place with these stakeholders at the concept design stage and further engagement has continued at key stages throughout the design period.</p> <p>The design of the proposed Market Gardens element of the redevelopment, which is the area adjacent to Rotherham College buildings, will incorporate a range of improved accesses and links to the wider complex, as well as pleasant green space areas to dwell. The provision of the new 'Food Hub' is also intended to improve the attractiveness and encourage more students and young people to access of the wider complex. These areas have been designed following engagement exercises to promote cohesion between the Markets and the Library and to create a welcoming and flexible space conducive to social interaction.</p>	Economic Development	
	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 stakeholders 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> <p>Regular meetings are held with RNN and the Markets redevelopment is a standing item on the agenda. This engagement with RNN Group has highlighted a number of key considerations during the construction phase, such as keeping work and noise to a minimum opposite the College in Fresher's Week and exam periods with suitable actions implemented. The ongoing engagement with RNN also includes discussions about programmes for young traders to be designed in the lead up to the completion of the construction phase.</p>	Tim O'Connell, Head of Economic Development	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> <p>Staffing within the markets is continually reviewed to ensure it meets the operational needs of the market during the redevelopment and subsequently the operation of the finished building. Training needs for staff are identified through the PDR process and equipment is replaced as needed to ensure it is fit for purpose (for example new gazebos for the Outdoor Covered Market and Street Market).</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-	Accepted	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	Dean Thurlow, Markets Service Manager	On-going + 2025/26 for new IT network

	<p>date approaches to commerce that their potential customers expect.</p>		<p>of this problematic. An improved IT network is part of the redevelopment project and will allow these changes to be implemented.</p> <p>Since the relocation onto the street for OCM activities, the Market Service has implemented a cashless rent collection. An increasing number of Indoor Market tenants are now paying by direct debit which is being actively encouraged by all Market Service staff.</p> <p>Further implementation is reliant on the improved connectivity that will be delivered through the redevelopment.</p>		
--	---	--	---	--	--