

# Gloucester City Council

<b>Meeting:</b>	<b>Overview and Scrutiny Committee</b>	<b>Date:</b>	<b>23<sup>rd</sup> March 2015</b>
	<b>Cabinet</b>		<b>25<sup>th</sup> March 2015</b>
<b>Subject:</b>	<b>Gloucester City Markets Strategy</b>		
<b>Report Of:</b>	<b>Cabinet Member for Regeneration and Culture</b>		
<b>Wards Affected:</b>	<b>All</b>		
<b>Key Decision:</b>	<b>No</b>	<b>Budget/Policy Framework:</b>	<b>No</b>
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<b>Appendices:</b>	<b>1. Draft Gloucester Markets Strategy</b>		
	<b>2. Consultation Questionnaire</b>		
	<b>3. Summarised comments from the Consultation Questionnaire</b>		

## 1.0 Purpose of Report

- 1.1 To present to members the results of the 12 week consultation on the 5 year Draft Gloucester Markets Strategy with a view for formal adoption.

## 2.0 Recommendations

- 2.1 Overview and Scrutiny Committee is asked to **RESOLVE** that the report be noted, subject to any recommendations the Committee wishes to make to Cabinet.
- 2.2 Cabinet is asked to **RESOLVE** that
- (1) The content of the consultation feedback is noted.
  - (2) The Gloucester City Markets Strategy and Action Plan are approved and adopted.
  - (3) The Council's preferred option is a new ground floor indoor market in either Kings Quarter, Blackfriars developments, the Eastgate Shopping Centre or another prominent city centre location and that further work is undertaken on these options.

## 3.0 Background and Key Issues

- 3.1 Markets represent our oldest and most successful form of trading, and are the reason why many towns exist. Some, like Gloucester's market date back to medieval times and were established by Royal Charter. Nowadays there are more than 1,700 markets in the UK.

- 3.2 The City Council is proud of its history as a market City. It is recognised that the type and viability of markets is a dynamic issue which has changed substantially over the years and will continue to change.
- 3.3 It is equally important that the City Council recognise this by shaping the identity of their markets by showing the residents that the markets in addition to shopping are also places where they can meet and socialise.
- 3.4 In recognition of the ever changing world within which we live it is important to spend time thinking about our markets and to plan for the future. In this way we will be better able to respond to these changes as and when they occur.
- 3.5 To support this, the City Council has produced a document in the form of a Market Strategy which can be found in **Appendix 1**.
- 3.6 The intention of the Market Strategy is to take a thorough approach to reviewing all of the Council's markets by covering the fabric of these market places as well as the operation, management and promotion. It also intends to give confidence back to existing shoppers and traders as well as attracting new and younger shoppers and traders to the markets.
- 3.7 The Market Strategy provides a clear direction for the future of the markets by identifying potential opportunities through a five year approach.
- 3.8 In September 2014 it was agreed carryout a 12 week consultation on the 5 year Draft Gloucester Markets Strategy.
- 3.9 The Consultation took place from 19<sup>th</sup> September until 12<sup>th</sup> December 2014.
- 3.10 A consultation questionnaire was produced and approximately 50 copies were sent out. This included all Market traders at Eastgate and Kings Square markets, the organisers of the Farmers market, City Centre monthly markets and Hempsted Meadow Market and Carboot Sale.
- 3.11 In addition the consultation questionnaire was also placed on Gloucester City Council's website inviting responses.
- 3.12 The Consultation questionnaire is attached in **Appendix 2**.
- 3.13 In total 5 completed questionnaires to the Draft Market Strategy were received.

### **Consultation responses**

- 3.14 All of the comments from the consultation questionnaire have been summarised and are attached in the form of a table in **Appendix 3**. Where appropriate the strategy has been amended and highlighted in red in the amended strategy and action plan in **Appendix 1**.
- 3.15 In general the Draft Market Strategy appears to have been positively received by all respondents. As few concerns were highlighted from the consultation questionnaire which in the main centred on Eastgate Indoor Market. The emphasis was on the appearance and whether it could be improved by asking for it to have a facelift i.e.

cleaning and painting. It is believed that by doing this would lead to an increase in footfall. The action plan did identify this but the timescale has been changed.

- 3.16 Whilst the consultation period was in progress the situation and options for the Eastgate Indoor Market were being explored extensively which is why some of the timescales slipped. As a result of this work it is recommended that the best option for the Eastgate Market is for a new modern ground floor indoor market in either the Kings Quarter or Blackfriars developments, the Eastgate Shopping Centre or another prominent city centre location. The Market Strategy has been amended to reflect this.

#### **4.0 Alternative Options Considered**

- 4.1 An alternative option would be to not have a strategy. This however is not recommended as it would leave the future of markets in the City to chance. By having a strategy we can ensure a sustainable future for our markets by identifying what residents and visitors to the City want.

#### **5.0 Reasons for Recommendations**

- 5.1 By adopting a strategy for markets in the City we demonstrate that Gloucester takes pride in its market history and that markets have a future. A strategy also gives a clear steer on how we will look to develop markets in the future for the benefit of residents and businesses in the City.

#### **6.0 Future Work and Conclusions**

- 6.1 If the Draft Gloucester Market Strategy is approved it will provide a benchmark for the City Council to work towards through its action plan by developing its current markets which in turn will make them more attractive.

#### **7.0 Financial Implications**

- 7.1 The key financial implications attached to this report are in connection with the relocation of markets. Full proposals and financial implications will be developed as and when these projects are developed.

(Financial Services have been consulted in the preparation of this report.)

#### **8.0 Legal Implications**

- 8.1 A market, at common law is the franchise rights of having a concourse of buyers and sellers to dispose of commodities in respect of which the franchise is given. No one can have, in law, a franchise of market, without a grant from the Crown or the authority of Parliament. Gloucester City Council's franchise rights have been established by Royal Charters.
- 8.2 Markets can be contrasted with Street Trading, which does not consist of traders being set up as "a concourse of buyers and sellers" and are regulated by statutory provisions that have been adopted by the City Council. Fees for this type of trading are regulated by statute. Pedlars are neither street traders nor market traders but are regulated by certificates granted by the Police that can be used countrywide.

8.3 Because of its Charter rights, the City Council are not only able to hold markets on its own land and on the highway, but it is able to grant concessions and rights to other individuals, groups and organisations to hold their own markets. Both through its Charter rights and land ownership, the Council is able to regulate indoor and outdoor markets through concessionary licence/contracts for organisations to run markets as well as regulating its own managed markets through stall licences. In some instances, profit making concessions are treated as a service to the City Council and need to go out to tender.

8.4 The wider aspect of markets are governed by the common law and there are statutory provisions relating to such things as alcohol licensing, trading standards, food safety, health and safety, public nuisance, road traffic and highway law. Certain byelaws will also apply to traders in the street.

(Legal Services have been consulted in the preparation this report.)

## **9.0 Risk & Opportunity Management Implications**

9.1 Approval of this strategy will provide clarity regarding our vision for Markets in the City and the important role that they play.

## **10.0 People Impact Assessment (PIA):**

10.1 A market strategy will increase opportunities and diversity in the City.

10.2 The PIA Screening Stage was completed and did not identify any potential or actual negative impact but did identify positive impact, therefore a full PIA was not required.

## **11.0 Other Corporate Implications**

### Community Safety

11.1 None

### Sustainability

11.2 Markets tend to attract local traders and therefore help to reduce our carbon footprint.

### Staffing & Trade Union

11.3 None

**Background Documents: None**