

Gloucester City Council

Meeting:	Cabinet	Date:	15 July 2015
Subject:	Markets Strategy Update		
Report Of:	Cabinet Member for Regeneration & Economy		
Wards Affected:	Westgate		
Key Decision:	No	Budget/Policy Framework:	No
Contact Officer:	Lisa Jones, Food Safety & Licensing Service Manager		
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Appendices:	1. Hempsted additional carpark options 2. Promotional leaflet for Eastgate Indoor Market		

FOR GENERAL RELEASE

1.0 Purpose of Report

- 1.1 The purpose of this report is to update Cabinet of the City Council's progress with the Markets Strategy action plan and the available options for additional car parking at Hempsted Meadows Carboot site.

2.0 Recommendations

- 2.1 Cabinet is asked to **RESOLVE:**

- (1) That the contents of the report be noted.
- (2) That the success of the Hempsted Meadows Carboot under new management be noted.
- (3) To note that the City Council will not proceed with the available options for additional parking at Hempsted Meadows Carboot site as listed in Appendix 1 due to the costs.
- (4) That it reaffirms its commitment to the provision of a new indoor market in either Kings Quarter or Blackfriars.

3.0 Background and Key Issues

3.1 On 25th March 2015, Cabinet approved and adopted a 5 year strategy for Gloucester Markets. This Markets Strategy demonstrates that the City Council takes pride in its history as a market city and that markets form part of our vision for the City's future. The strategy gives a clear steer on how we want to develop the markets in the future for the benefit of our residents and businesses in the City.

3.2 The Markets Strategy's 2 year action plan identified a key action for Hempsted Meadow Market:

'To identify options for additional all weather car parking for market customers'

Currently the site has a large hard-standing area for car parking and car boot traders and the adjacent areas of land are also used for overflow parking, however, these areas can be weather dependant, which is why this action was included.

3.3 The Asset Management team employed an independent consultant to review options and based on their report, have prepared a pricing report for constructing the second car park at Hempsted Meadows based on current market prices. This can be found in Appendix 1. They have considered the original scheme that the City Council had planning permission for including all the street lighting, planting and fencing etc. as well as the type of grass and grid product used.

3.4 Re-surfacing works in Hempsted Meadows is in the flood plain and will require a sustainable urban drainage system as an explicit planning requirement to ensure it mitigates flooding risks. One of the most efficient ways for new areas of car parking to deliver this is by means of permeable paving, where the water is stored in the voids between stones in the paving sub-base.

4.0 Alternative Options Considered

4.1 The different surfacing options listed in Appendix 1 for additional car parking at Hempsted Meadows includes options for different surfaces finished with gravel or grass as well as different options to manage water drainage on site.

4.2 The cheaper options with type 1 or road planings are not 'Sustainable Urban Drainage' compliant in the way that they are listed in Appendix 1. However, there are means to make them compliant. It is for example possible to install storage features either below ground in the way of storage tanks or above ground in the way of ponds or ditches but for the area of car park being explored it would require something in the region of 670 cubic metres of storage to comply. Whilst these options can offer some savings, there is a risk that a large area of the car park will be taken up for water storage.

5.0 Reasons for Recommendations

- 5.1 The cost of the work necessary to create further additional car parking on a hard standing surface is very expensive. The fencing, lighting and planting elements of the scheme that we have planning for comes in at £66,376.64 and this is included in all the prices given. The recommended option for the re-surfacing work is option 4 of Appendix 1, which works out at £591,183. This option is suitable for light vehicles, could be occupied months earlier and is more likely to obtain planning permission because it would have a better finish.
- 5.2 There is currently no existing budget to cover this work and given the total amount of these works it would take a significant period of time before the Council would start to see an investment from this project. It is therefore recommended that the City Council does not proceed with these works.

6.0 Future Work and Conclusions

- 6.1 Progress is being made with implementation of actions outlined in the 2 year action plan. Details of actions completed and in progress are included below:
- 6.2 Eastgate Indoor Market

Objective	Actions taken/planned
To improve the attractiveness of Eastgate Indoor Market	<ul style="list-style-type: none">- Changes have been made to the main entrance from Eastgate Shopping Centre. This area has been de-cluttered and painted to make it appear more inviting to customers. There are plans to paint a large market floor plan on the notice board for customers to view as they enter.- New designs for the Market entrance signs have been prepared and a planning 'advertisement consent' will now be made for the external signs. This will take a minimum of 8 weeks consultation. Once planning permission is obtained the new signs will be made and installed.- Structural works are planned including improvements to a passenger and goods lift, redecoration of walls and floors, fire safety improvements to the public stairwell from the rooftop. There will also be drainage repairs from the rooftop and a new handrail for the rooftop which is all planned to be completed by October 2015. Further improvements to the lighting within the Market Hall will then be scheduled.
To attract new traders to the Eastgate Indoor Market	<ul style="list-style-type: none">- A new leaflet and poster has been designed to promote uptake of the vacant units. These have been posted on social media and copies have been provided to employment agencies and the job centre, to encourage take up of vacant units. This can be found in Appendix 2. The market has

	already received four new enquiries for the vacant stalls since these were advertised and posted in the market.
To consider possible new management options for the Eastgate Indoor Market.	- It is planned to explore options for this action from September 2015. The timescale to complete this is May 2017.

6.3 Cherry and White Market

Objective	Actions taken/planned
To improve the attractiveness of Cherry & White Market	- The market pitches have been marked out in Kings Square to ensure that traders keep their goods within their designated area. This has improved the appearance, keeping a linear view and helped prevent traders from displaying goods outside the available space. - It is planned to improve the appearance of this market further by ensuring that all traders use the same colour and standard size gazebos representing the Cherry and White Market. A bid for funding from the Capital Budget Monitoring Group is being made to purchase these gazebos so that traders will have the opportunity to rent or buy them from the Council to use. This bid will be considered on 8 th July 2015.
To attract new traders to the Cherry & White Market	- If funding is successful, trader's licences will be revised to reflect the new scheme and conditions. It will allow traders to have a regular designated pitch but will require them to turn up each market trading day. This should help secure a good number of traders on each trading day, as currently there is no requirement to do this.
To consider possible new management options for the Cherry and White Market.	- It is planned to explore options for this action from September 2015. The timescale to complete this is May 2016.

6.4 Hempsted Carboot

Objective	Actions taken/planned
To look at options to make better use of the Hempsted Meadow Market	- This year we have generated further income from the use of this site by granting permission to Danter's Fairground and the Vegas Circus. Other events will be considered where there is a benefit to the community and it does not impact on the current users of this site.

Site.	
To increase all year customer parking at the Hempsted Meadow Market Site.	<ul style="list-style-type: none"> - Options have been explored for different methods of resurfacing this area for additional car parking. These options are presented to Members in this report. - If Cabinet decide not to proceed with these initial options, we will continue to pursue alternative options to provide additional parking.
Tender the Management of the Hempsted Meadow Flea Market and Car boot Sale	<ul style="list-style-type: none"> - This tender process started in March and has been successfully awarded to Bob Newby from 1st June 2015. This contract will last for three years.

7.0 Financial Implications

- 7.1 The estimated resurfacing costs of £591k do not form part of the Council's approved capital programme and therefore additional financing would be required to cover the cost. The project at the market would not generate a sufficient payback to the Council and therefore the investment would generate a pressure on the revenue budget.
- 7.2 The Markets Service is required by the Council budget to make annual revenue saving of £50k. Options will be explored within the overall scope of the market strategy in order to achieve that saving.

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

8.0 Legal Implications

- 8.1 For a number of years SuDs (Sustainable Urban Drainage systems) have been required in order to meet the flood risk mitigation objectives of the NPPG (National Planning Policy Guidance) and then the NPPF (National Planning Policy Framework). In April 2015 SuDS became an explicit planning requirement.
- 8.2 For Greenfield sites, post development runoff rates have to be restricted to the Greenfield equivalent. In the absence of long term storage, flows should be restricted to a figure known as QBar (the mean annual flood). For Gloucester's specific hydrological / geological characteristics this figure is typically circa 2.5 litres per second per hectare, resulting in storage volumes of circa 1000 m³ per hectare of new impermeable area.

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

9.0 Risk & Opportunity Management Implications

9.1 There are further negotiations with Cheltenham Ladies and Cheltenham College, which may open opportunities to secure some funding or sharing of parking at the Hempsted Meadows Site.

10.0 People Impact Assessment (PIA):

10.1 The Markets 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, therefore a full PIA was not required.

11.0 Other Corporate Implications

11.1 Community Safety

None

11.2 Sustainability

Any re-surfacing would require a sustainable urban drainage system; these options have been considered in this report and the pricing report. This will ensure that any changes planned for the surface of the site will not impact on the risk of flooding in that area.

11.3 Staffing & Trade Union

None

Background Documents:

Gloucester City Markets Strategy 2015 – 2020

Consultant Engineers Report regarding options for additional carparking at Hempsted Meadow.