

# Overview & Scrutiny Committee

## The Future of Markets in Cherwell-Update

9 February 2010

## Report of Head of Urban and Rural Services

### PURPOSE OF REPORT

To update Members on progress on markets since the 10 November 2009 Overview and Scrutiny Committee meeting.

This report is public

### Recommendations

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The Overview & Scrutiny Committee is recommended to:

- (1) Note the progress made against the scrutiny recommendations.

### Details

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#### Introduction

- 1.1 The Overview and Scrutiny Committee submitted a report to the Executive on 16 March 2009 following its work on the future of markets in Cherwell and the report to its meeting on 10 March 2009. An update on progress was given to the Overview and Scrutiny Committee meeting in November 2009.

#### Update Summary

- 2.1 A number of recommendations were made to the Executive and these are set out at Appendix 1. The Executive agreed these recommendations.
- 2.2 Significant progress has been made with re tendering the Banbury market license and a new operator appointed.
- 2.3 Bicester Market has continued to operate effectively with the

Association and a number of requests have been received and passed on to the Association from traders wishing to take a market stall.

- 2.4 Kidlington market also continues to operate successfully but progress on establishing an Association and relocation of some stalls into Watts Way have been delayed.
- 2.5 Adverse weather conditions in January has had an affect on the number of days markets have been able to operate.
- 2.6 **Commitment:** Management of markets is maintained within Urban and Rural Services with street markets falling under Licensing Services and administered through Street Trading legislation for activities on the highway. Banbury market is managed within the Street Scene and Landscape Service under a license agreement as the market occupies land owned by the Council.
- 2.7 Significant and positive progress has been made on Banbury Market but staff shortages, service priorities and ongoing negotiation with Eames on Kidlington arrangements continues to delay progress at Kidlington.
- 2.8 **Communication:** Meetings have continued to be held with interested parties including town centre partnerships, chambers of commerce town and parish councils, Bicester Vision and trader associations. Meetings with partner organisations are programmed on a 2 or 3 month cycle. Meetings with trader representatives have been more ad hoc as the need arises, with more planned contact taking place with Banbury Market traders in January as part of the roll out of new operator arrangements.
- 2.9 **Marketing and Promotion:** Further progress on this will be undertaken as part of the 2010/11 Service Plan once the new Banbury Market Operator is in place and the Kidlington Market Association is established.
- 2.10 **Banbury Market:** Following a competitive tendering process a new Market Operator has now been appointed. At the time of writing this report, a communications plan is being put together and various briefing events being considered so that the public announcement can be managed effectively.
- 2.11 The tender process sought to encourage a more entrepreneurial approach to both provide for a higher guaranteed income and develop the long-term sustainability of the market.
- 2.12 A Pre Qualification Questionnaire was sent out to the 11 companies who responded to the soft market testing exercise of whom 4 companies made a submission. From these 4 companies 2 were

invited to tender.

- 2.13 Evaluation criteria: 60% Price 40% Quality. Quality sub-criteria: Method of Operation 20%, Staffing and Qualifications 10%, Market Stalls and Canopies 15%, Advertising Marketing and Promotion 15%, Communication and Customer Care 10%, Management and Quality Information 10%, Services and Utilities 10%, and Expenditure and other Financial Considerations 10%.
- 2.14 Equalities and Environmental policies were vetted as part of pre-qualification exercise. As a result of the new operation environmental benefits will be improved methods of managing refuse and prohibiting the use of portable generators.
- 2.15 The new licence will realise a guaranteed income based on a sustainable business model – over 5 years. In addition there will be an income share where stalls are increased above a weekly average of 55 stalls.
- 2.16 The intention is also then to work with the Operator to develop the market further and to plan a programme of specialist markets throughout the District and, longer term to develop other plans to develop urban centre events and activities.
- 2.17 The new Operator is scheduled to commence on 1 April 2010. Prior to this, the style, colour and purchase of new market stalls and canopies will need to be considered and stall allocations/locations established within the re modelled Market Place.
- 2.18 **Bicester Market:** The market continues to run at full capacity, enquiries regarding space are passed onto the Association, who maintain a waiting list should availability arise.
- 2.19 Discussions for an Italian Market at Christmas were undertaken with an operator but this unfortunately was at short notice and the operator was not eventually able to attend.
- 2.20 **Kidlington Market:** Limited progress has been made on the establishment of the Trader Association in view of staff shortages within Licensing Team and because negotiations with the Kidlington Centre are taking longer than anticipated. This is to agree location of market stalls within the Watts Way area and to resolve access issues for deliveries to the Kidlington Centre and access arrangements to the new Centre entrance on the High Street. A meeting has been scheduled with representatives from Eames to discuss matters. Once resolved proposals can be drafted with regards to set up and

implementation of the Trader Association.

- 2.21 **Specialist markets:** Initial discussions have taken place with the new Banbury Market Operator with a view to developing a programme across the District. This will be considered further as part of the 2010/11 Service Plan.

## **Conclusion**

- 3.1 Significant progress has been made in relation to securing viable arrangements for the operation of the Banbury Market and the new License and Operator will be effective from 1 April 2010.
- 3.2 Outstanding matters and a programme of specialist markets/events will be included for development within the 2010/11 Service Plans.

## **Implications**

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<b>Financial:</b>	There are no financial consequences as a direct result of this report.  Comments checked by Joanne Kaye, Service Accountant 01295 221545.
<b>Legal:</b>	There are no legal implications directly arising from this report, although the terms of the Kidlington Market Association market management conditions will ultimately require approval by the Head of Legal and Democratic Services.  Comments checked by Richard Hawtin, Team Leader, Property and Contracts 01295 221595
<b>Risk Management:</b>	There are no risk management issues arising from this report.  Comments checked by Rosemary Watts, Risk Management and Insurance Officer 01295 221566

## **Wards Affected**

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All Banbury, Bicester and Kidlington Wards

## **Corporate Plan Themes**

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A District of Opportunity

## **Executive Portfolio**

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Councillor Nigel Morris

Portfolio Holder for Community Safety, Street Scene and Rural

## **Document Information**

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<b>Appendix No</b>	<b>Title</b>
Annex 1	Recommendations of the Overview and Scrutiny Committee March 2009
<b>Background Papers</b>	
Report to Executive on Banbury Market, July 2009 Report to Overview and Scrutiny Committee, November 2009	
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## Annex 1

### Overview & Scrutiny - Monitoring Recommendations

<b>Review Title:</b>	<b>The future of markets in Cherwell</b>		
<b>Committee:</b>	<b>Overview &amp; Scrutiny Committee (10 March 2009)</b>	<b>Date of report to Executive:</b>	<b>16 March 2009</b>
<b>Scrutiny Officers:</b>	Catherine Phythian		

<b>Recommendation</b>		<b>Executive Response</b>	<b>Comments</b>
1.	<b>Commitment</b> That the future commercial success of the markets in Cherwell is dependent on the development and execution of a clear vision of the role they can play in a district of opportunity. To achieve this Cherwell District Council must assume a pro-active role and demonstrate a renewed commitment to the management of its markets.	<p>The Overview and Scrutiny Committee submitted a report of the Task and Finish Group scrutiny review into the future of markets in Cherwell and the supporting recommendations from the Overview and Scrutiny Committee.</p> <p><b>Resolved</b></p> <p>(1) That the work of the Task and Finish Group scrutiny review into the future of markets in Cherwell be noted;</p> <p>(2) That the Overview and Scrutiny</p>	Paragraphs 2.4 – 2.7
2.	<b>Communications</b> That Cherwell District Council officers should introduce arrangements for regular, structured dialogue and communication with the local town and parish councils, and trader and retail groups, where possible through existing partnership arrangements, regarding each individual market.		Paragraphs 2.8 – 2.11
3.	<b>Marketing &amp; Promotion</b> That all three markets would benefit from greater publicity and improved promotional activities and new initiatives. A marketing strategy for the markets should be developed and co-ordinated by		Paragraphs 2.12 – 2.14

	<p>Cherwell District Council officers, in consultation with the local town and parish councils, and trader and retail groups.</p> <p>In 2008/09 the Council allocated £15,000 to “promote and attempt to rejuvenate the District's street trading and open air markets to increase stallholders and public awareness”. Expenditure against this allocation has been on hold pending the outcome of this scrutiny review. It is proposed that this sum should now be carried forward to 2009/10 and be released to fund activities which support Recommendations 1 – 3 above and that the funds should be distributed evenly between the three markets.</p>	<p>Committee recommendations regarding the markets in Cherwell as detailed in the report from the Task and Finish Group as set out in the appendix to these minutes be agreed.</p>	
4.	<p><b>Banbury</b></p> <p>Banbury market: that Cherwell District Council officers, in consultation with the Town Council, the public and trader and retail groups, develop a strategy and longer-term proposals for the provision of a market which is appropriate to the needs of the town and its residents.</p>		Paragraphs 2.15 – 2.20
5.	<p><b>Bicester</b></p> <p>Bicester market: that Cherwell District Council officers and the Town Council in consultation with the trader and retail groups, work together to develop plans to safeguard and enhance the market during the redevelopment of the town centre.</p>		Paragraphs 2.21 – 2.22
6.	<p><b>Kidlington</b></p> <p>Kidlington market: that Cherwell District Council officers and the Parish Council explore options for the operational management of the market including the possibility of replicating the Bicester Traders Association arrangements at Kidlington.</p>		Paragraphs 2.23 – 2.25
7.	<p><b>Monitoring</b></p> <p>That the Overview and Scrutiny Committee should monitor progress against each of the above recommendations and review the situation, initially in September 2009.</p>		Considered by Overview and Scrutiny Committee on 10 November 2009.