

Chichester District Council

CABINET

1 December 2015

Chichester Market

1. Contacts

Report Author:

Peter Legood, Valuation and Estates Manager

Tel: 01243 534668 E-mail: plegood@chichester.gov.uk**Cabinet Member:**

Gillian Keegan, Cabinet Member for Commercial Services

Tel: 01798 344084 E-mail: gkeegan@chichester.gov.uk

2. Executive Summary

This report considers the future of the Chichester Market, and is based on the recommendations of the Traders Market Task and Finish group following their consideration of the results of the consultation surveys carried out following the previous consideration of the matter by Cabinet. It recommends a retendering of the traders market licence including a one year trial on Wednesday of a market in the precinct.

3. Recommendations

- 3.1. **That the Council be recommended to seek tenders for the operation of the Traders market from 1 April 2016, including the introduction, on a trial basis for one year, of a precinct traders market on Wednesdays with the Saturday market remaining at the Cattle Market Car Park location.**
- 3.2. **That, subject to 3.1 above, tenders to be sought on the basis of the market being run by a market operator who will be authorised to trade by way of the grant of a Street Trading Consent.**

4. Background

- 4.1. At its meeting on 3 March 2015 Cabinet considered a report relating to the future of the Traders Market and noted that there had been a significant decline in the use of the market in its current Cattle Market Car Park location. Consideration was given to the opportunity to operate a general market in the North and East Street City Precincts, this location having already been used for the Farmers, Christmas and summer Garden Markets.
- 4.2. In conjunction with this Cabinet also gave consideration to the basis of the charges for the grant of Street Trading consents, these charges currently being at a level that only recovers the administrative costs of dealing with the application.

4.3. Cabinet resolved:

- (1) That the relocation of the Traders Market to the Chichester City Centre Precincts is explored and that consultation is undertaken with key partners and a further report then submitted to Cabinet.
- (2) That a review of charges for the grant of street trading consents is undertaken and referred to the General Licensing Committee for consideration and approval.
- (3) That the General Licensing Committee be asked to review the Street Trading Guidance regarding the number of stalls for which a street trading licence may be granted.

4.4. A consultation has now been undertaken regarding the potential to operate a general market in the City Precincts and this process has been overseen by the Traders Market Task and Finish Group. The results of the consultation were considered at its meeting held on 28 September 2015.

4.5. The General Licensing Committee considered a report relating to the review of charges for the grant of Street Trading Consents at its meeting held on 21 October 2015.

5. Outcomes to be achieved

5.1. The Council is seeking to promote a successful Traders Market and prevent the current market from closure. Consideration of the precinct location has been part of the process of seeking to improve trading levels at the market as well as attracting more customers into Chichester who will also visit the City Centre shops and businesses. The financial implications are set out in the exempt Appendix 2.

5.2. It is important that the appearance of any precinct market is appropriate to the historic setting and that produce is of good quality. This can be controlled through the Street Trading Consent with conditions relating to the size, form and location of stalls. Controls are also required regarding the goods to be sold or not sold and there will need to be liaison with the market operator on detailed matters with the Council reserving the right to approve specified matters.

6. Proposals

6.1. That the Council seeks tenders for the operation of the Traders market from 1 April 2016 requesting proposals for the development of the market including the introduction on a trial basis, for one year, of a precinct traders market on Wednesdays, the Saturday market remaining at the Cattle Market Car Park location until it has been possible to assess the suitability of the precinct for the Wednesday market.

6.2. Tenders to be sought on the basis of the market being run by a market operator who will be authorised to trade by way of the grant of a Street Trading Consent.

7. Alternatives that have been considered.

- 7.1. The Council could retain the Cattle Market Car park location for the market but it is already in serious decline in that location and is likely to close.
- 7.2. The Task and Finish Group considered the option of immediately establishing a Wednesday and Saturday Market in the City Precincts but favoured initially holding Wednesday markets in North and East Streets on a trial basis. Also there are more likely to be conflicting events at weekends and this arrangement gives more opportunity to consider those implications.
- 7.3. The Task and Finish Group considered the potential for the new market to be run by the Council possibly using a market operator as the Council's managing agent rather than the operator acting as a licensee and operating the market in his own right. This would, however, transfer all the risks and set up costs to the Council and previous experience has shown that it can cause the Council to be involved in time consuming detailed issues that would otherwise be dealt with by the market operator. The officer recommendation is therefore that the Council should seek tenders on a licensee basis of operation arranged by way of the grant of a street trading consent.

8. Resource and legal implications

- 8.1. If the recommendations are agreed there will be work involved for many of the Council's teams including Licensing, Environmental Health, Legal, Estates, Conservation and Design, Economic Development and Health and Safety. These costs will however be covered by the Street Trading Consent fees and as indicated in Appendix 2 it is anticipated that the income from a precinct traders market will be higher than from use of the Cattle Market site.
- 8.2. The General Licensing Committee has agreed to the introduction of higher street trading charges, where appropriate, that will accommodate the operation of a traders market in the precinct.
- 8.3. As with the Farmers market, provision will need to be made for the parking of traders vehicles in connection with a precinct market. The Little London Car Park is presently used for the Farmers Market. This or alternatively the Baffins Lane Car Park might be considered for use in conjunction with a general market in the precinct. The section of the Cattle Market Car Park currently used for the market will however return to car park use and will benefit the local economy.

9. Consultation

- 9.1. The report follows consideration by the Traders Market Task and Finish Group of the consultation surveys with City Centre businesses, market traders and customers/visitors. (Summary of results attached as Appendix 1). The results were mixed, with support for the retention of a market somewhere in Chichester. City Centre businesses did not support moving the existing Traders Market to the precincts but they did support the Farmers, Christmas and the Garden Markets being held in that location, indicating some support for an appropriate form of market being in the precinct location. 42.35% of residents and 55.6% of market traders (including those already trading in the precinct at the farmers and specialist markets) also indicated support for a precinct general market. There

was 100% support from those market traders presently based at the Cattle Market Car Park.

- 9.2. Additionally the City Centre Partnership (BID) the City Council and WSCC have been advised of the recommendations of the Task and Finish Group. Chichester City Council have advised that they support the introduction of a Wednesday precinct market on a trial basis and a meeting has been held with the BID to discuss the arrangements for implementing the trial.
- 9.3. The BID has advised that a Christmas Market is planned to be held in the City Centre Precincts from 3 to 11 December 2016. It is therefore proposed that a general market should not be held in the precincts on Wednesday 7 December and that an additional market day is offered in the week before Christmas in lieu of this.
- 9.4. A previous survey of City Centre retailers carried out by the current market operator had indicated that the majority of respondents supported the proposal albeit that the number of businesses consulted was relatively small.
- 9.5. Whilst the survey was being undertaken signatures were obtained on a petition calling for the retention of a general traders market in Chichester. In excess of 1,000 signatures were obtained and this entitles Sarah Sharp, who organised the petition, to make a presentation to full Council. She will do this at the meeting of full Council to be held on 15 December 2015, prior to any recommendations from this Cabinet being considered.

10. Community impact and corporate risks

- 10.1. If the traders market is not relocated it is likely to close. However, there are sensitivities related to locating a market in the precincts and such a move would need to provide an improved standard of market that is seen to be of benefit to the city centre.
- 10.2. The proposals for street trading and markets need to link in with other strategic initiatives for the City Centre, such as the recently approved City vision work. Consultations undertaken in respect of street trading will help to inform those proposals.

11. Other Implications

Crime & Disorder:	None
Climate Change:	None
Human Rights and Equality Impact: The provision of markets has a positive impact as it provides a greater variety of trading for traders and customers.	Yes
Safeguarding:	None

12. Background Papers

- 12.1. None

13. Appendices

Appendix 1 Consultation survey summary

Appendix 2 Income Figures (part 2 Not for Publication) See Cabinet papers



**Cabinet 1 December 2015 Appendix 1 to Street Trading and Markets
Report**

**CHICHESTER DISTRICT COUNCIL
CORPORATE INFORMATION TEAM**

**CHICHESTER CITY MARKET
CONSULTATION**

EXECUTIVE SUMMARY

CONSULTATION ANALYSIS REPORT

AUGUST 2015

Executive Summary

Current Traders Market

Many residents and shoppers use the Traders Market and are satisfied with it as it is now but feel stalls could be improved in the current location. However, traders have noticed a decline in visitors over the past few years and businesses have noticed a slight downturn.

- 76.7% of residents/shoppers surveyed currently use the Traders Market either regularly or occasionally and 14.6% of these respondents said that the market is the sole reason they visit the City Centre on a Wednesday or Saturday.
- 13.3% of residents/shoppers used to visit the Traders Market but no longer use it. Reasons given for this were a lack of quality at the Traders Market, its location and the availability of parking.
- 39.9% of traders noticed a decrease in visitors to the Traders Market over the last few years. Cattle Market traders were more likely to notice this decrease. 27.9% of businesses had noticed a decrease in their business over the last few years on market days. However, 47.5% said there had been no difference during this time.
- Just over half of businesses (52.5%) said the current Traders Market has no effect on their business. A similar percentage (51.7%) said that a lack of Traders Market in the Cattle Market car park would also have no effect on their business which suggests that the Traders Market does not currently have an effect on businesses but would have an immediate impact if moved to the pedestrian area.

Markets in the Precinct

There is most support amongst the traders to move the market to the precinct, residents were evenly split between for and against and businesses were more likely to be against it.

- 7 in 10 (70.5%) businesses would not support a new market coming into the precinct, 39.7% of residents/shoppers and 44.4% of traders felt the same. The highest level of support came from the Traders, 55.6% would support this move and 42.3% of residents would support this. The strongest opposition to a new

market in the pedestrian zone came from the businesses as their level of support was 16.4%.

- 70.6% of Traders wish to trade in the pedestrian zone, however, 70% of businesses said this would not be beneficial to them
- However, there was a discrepancy between the levels of support from Cattle Market traders (81.8%) compared to Farmers Market traders (37.5%). There was also a significant difference between these traders regarding the desire to trade in a new market located in the pedestrian zone, 100% of Cattle Market traders would want to trade there and only 42.9% of Farmers Market traders would.
- One issue that arose in the results of all three surveys was additional congestion in the precinct, which led to fears that there would be a decrease in footfall as visitors to the city may be put off and avoid the centre altogether. Another regular concern was that the precinct might be too small to host the Traders Market and concerns about access for large vehicles. Both residents and businesses agreed that the precinct is a suitable location for the Farmers Market and other seasonal markets. This had much greater support than a new market being moved to the pedestrian zone.

The Future of Markets

- Amongst residents there was a general feeling of support for markets but fears of losing the market prevented them from supporting it in the pedestrian zone. There was general agreement between all groups that the Seasonal/Farmers Markets are beneficial to the city.
- There is tacit support for a new style market in the city centre but in the surveys participants seem to be more minded to hold on to what they know and understand. A proposal for what a new market/s might look like might be helpful in gauging support or otherwise
- There was general feeling that the city centre might not be able to cope with more than one or two markets per week so a new market merging elements of existing markets into the pedestrian zone could be considered.
- Stalls selling local food/produce are favoured by both residents and businesses. Both residents and traders feel that if a new market was to be introduced in the precinct it should take the form of a mixture of different stalls.
- Businesses felt that small stalls would be of greater benefit to the City Centre. The traders would like to trade in the pedestrian zone twice weekly, residents

would like to see weekly markets and businesses would like markets in the precinct two times per month.

- There was also evidence to suggest that some residents and a few businesses and traders felt that the market could be improved in its current location at the Cattle Market
-