

# Chichester District Council

THE CABINET

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## Chichester Market

### 1. Contacts

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### 2. Executive Summary

This report considers the future of the Chichester Wednesday Market following an initial trial period of operation and is based on the recommendations of the Traders Market Task and Finish group. The Task and Finish Group has given consideration to the operation of the market during the trial and the results of the consultation undertaken in March/ April 2017 and other sources of feedback and assessment of the market.

### 3. Recommendations

- 3.1. That officers be authorised to renew the Street Trading Consent held by the current market operator for the running of the Wednesday Market for a further period of two years.
- 3.2. That improvements to the presentation of the market are obtained in accordance with the recommendations of the Task and Finish Group.
- 3.3. That the Street Trading Consent make provision for a Christmas Market to be held in the precinct for nine days in 2017 and 2018 (affecting one Wednesday market each year) and account to be taken of this in the grant of a new Street Trading Consent with the possibility of an alternative trading day to be offered in lieu of the lost Wednesdays.

## **4. Background**

- 4.1. At its meeting on 1 December 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 Cattle Market Car Park location. Consideration was given to the opportunity for this market to be held in North Street and East Street, Chichester. Cabinet resolved that on the retendering of the market operation provision be made for the Wednesday market to be held in the North Street and East Street on a trial basis for the first year of operation.

- 4.2. The matter was referred to Council following receipt of a petition calling on the Council to support the continuation of the Traders Market. At its meeting held on 1 December 2015 Council resolved:

*That tenders be sought 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.*

- 4.3. In accordance with market practice and to give potential operators a reasonable opportunity to recoup initial set up expenditure tenders were sought for the Wednesday general market, Saturday general market and the Sunday car boot sale for a term of three years with the Wednesday Market re-located to the North Street and East Street, Chichester for a trial period of one year.
- 4.4. Following the tendering process, drafting and negotiation of an associated Street Trading Consent, approval of detailed operational practices and health and safety information provided by the market operator, the trial Wednesday market in the North Street and East Street commenced on 17 August 2016.
- 4.5. As part of the initial consideration of the future of the market consultation surveys were carried by the Council's Communities Team. The surveys engaged city centre businesses, market traders and customers/visitors. Further consultation surveys have now been carried out to assess the operation of the market and there was an opportunity for all three groups to complete questionnaires in a six week period from 1 March 2017.
- 4.6. Additionally, the market operator also commissioned a survey and separately arranged for retailers in the city centre to complete short questionnaires. The Chichester BID (Business Improvement District) were consulted and footfall and other media responses noted. Representatives from the BID and the market operator were also separately invited to attend a 'Q&A' session meeting of the Council's Markets Task and Finish Group.
- 4.7. The results of Council's consultation together with other feedback and information relating to the Wednesday market were considered by the Task and Finish Group at meetings held on 22 March 2017 and 6 May 2017.

## **5. Outcomes to be Achieved**

- 5.1. The Council is seeking to promote a successful General Market and prevent closure through decline of the market. 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, businesses and tourist destinations. The potential licence/street trading consent fees for the North and East Street Precinct and the alternative Cattle Market Car Park location 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 stalls are well presented. Some control is provided through the Street Trading Consent with conditions relating to the size, form and location of stalls. The Task and Finish Group visited individual stalls with the market operator to mark quality of presentation and standard of goods and to make suggestions for further improvement where required.

## **6. Proposals**

- 6.1. The Markets Task and Finish Group recommends that officers be authorised to renew the Street Trading Consent held by the current market operator for the running of the Wednesday market for a further period of two years and that improvements to the presentation of the market be sought in accordance with their suggestions at the meetings of the Group and following their inspection of individual market stalls.

## **7. Alternatives Considered.**

- 7.1. The Council could seek to relocate the market back to the Cattle Market Car Park but it is likely that stall holders would not wish to trade in that location and that could lead to the closure of the market.
- 7.2. Alternatively the Saturday market could be relocated to the city precincts as well as the Wednesday market but that is not recommended by the Task and Finish Group at this time having regard to the need to achieve further improvements regarding the Wednesday market and its potential impact.

## **8. Resource and Legal Implications**

- 8.1. The operation of the market generates work for many of the Council's teams including Licensing, Environmental Health, Legal, Estates, Economic Development and Health and Safety. These costs will however be covered by the Street Trading Consent fees and the income from a precinct traders market will be higher than from use of the Cattle Market site see appendix.
- 8.2. Provision needs to be made for the parking of traders vehicles in connection with a precinct market. A section of the Cattle Market Car Park is currently used by market stallholders and this appears to be an acceptable arrangements. This reduction in space allocated for the market traders due to the market location in North Street and East Street frees up valuable spaces for Car Parking.

## **9. Consultation and other Assessments of the Market**

- 9.1. The Communities Team have carried out a further consultation with City Centre businesses, market traders and customers/visitors and a summary of the results is attached as Appendix 1. The results from city centre businesses were mixed with some businesses, including cafes, clearly doing more trade on a Wednesday

market day but others indicating that they felt the Market adversely affected their trade. It should be noted however that some of the negative responses came from traders who are not located in the Market precinct and were concerned that the market did not generate footfall in their specific locations i.e. South Street. Overall customers/visitors supported the continuation of the market, subject to comments about the standards and potential improvements. Market traders indicated that they want the market to continue to operate in the city centre precincts.

- 9.2. A questionnaire survey of city centre retailers carried out by the market operator indicated that the majority of respondents supported the retention of the market.

## 10. Community Impact and Corporate Risks

- 10.1. The General Market is providing a service to local customers and there will be an impact for those customers if it does not continue in its current location or at all. However, there are sensitivities regarding the operation of the market in the precincts and full account must be taken of the concerns of other businesses and residents.
- 10.2. The proposals for street trading and markets need to link in with other strategic initiatives for the city centre, such as the 'City Vision' work.

## 11. Other Implications

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

## 12. Background Papers

- 12.1. None

## 13. Appendices

- Appendix 1      Consultation survey summary
- Appendix 2      Income figures [Part II: exempt from publication]