
Executive

18th January 2011

Report of the Assistant Director Governance & ICT

Cover Report – Final Report of the Newgate Market Review

Summary

1. This report presents the Executive with the new A5 booklet style final report arising from the Newgate Market Scrutiny Review. This is attached at Annex 1 to this report. At a meeting of Scrutiny Management Committee on 6th December 2010 it was agreed that a new, more digestible and simplified final report format be trialled as part of making the scrutiny process more appealing to both Members and the public alike.
2. Councillor Scott, Chair of the Committee will be in attendance to present the report, the key findings and the recommendations arising from the review.

Background

3. In coming to a decision to review this topic the Economic & City Development Overview & Scrutiny Committee recognised certain key objectives and the following remit was set:

Aim

4. To investigate possible ways of improving the existing stall market and its surrounding area currently occupied by Newgate Market as a contribution to the Renaissance Team's work and the Footstreets Review, enabling them to recommend new designs and roles for Newgate Market and the associated public realm.

Key Objectives

- i. To receive information from the Renaissance Team about its work plan; particularly in relation to Newgate Market
- ii. To investigate comparators to Newgate Market (what makes a good market, what constitutes good practice)
- iii. To investigate potential, immediate, short & long term development of, improvements to and usages of this area
- iv. To look at the income generated by Newgate Market

Summary of Recommendations Arising from the Review

5. Between December 2009 and December 2010 the Committee gathered information in relation to the review and this resulted in them making the following recommendations:
 1. To improve the general cleanliness of the market. This can be achieved in the short term by:
 - i. Early implementation of the Service Level Agreement (SLA) with a review after 3 months
 - ii. Closing the market one day per quarter for deep cleansing (the first instance to be before Easter 2011)

And in the medium term by:

 - iii. Exploring the possibilities of storing waste underground – possibly in St Sampson’s Square or by exploring other suitable options
 2. To improve the public realm – this can be achieved in the short term by:
 - i. Working with landlords and lessees of buildings surrounding the market to improve their general appearance
 - ii. Trialling ‘sculpted style’ stalls along Jubbergate with a view to implementing this throughout the market in the medium term
 - iii. Looking at ways of preventing unauthorised parking in Silver Street and the Market
 - iv. Providing additional market stalls along Silver Street
 - v. Improving the lighting in the area
 3. To begin to improve the early evening economy in the short term. This can be achieved by undertaking a trial of a fixed closing time of 5pm for the market. It would also require all market traders to agree to trade until 5pm. The closing time to be reviewed in accordance with any other trading initiatives in the city centre.
 4. In the short term, to improve and make more attractive all entrances to the market This can be achieved by: -
 - i. Looking at the positioning of stalls
 - ii. Improving the lighting in the area
 - iii. Improving general cleanliness
 - iv. Making the Snickleways leading from the Shambles more inviting and recognisable as permissible routes to Newgate Market
 5. In the short term to encourage more open access from the Shambles and other properties that back onto the market. To encourage pavement cafes and ‘walk through’ premises where possible.
 6. To improve the market stalls; this can be achieved in the short term by:

- i. Replacing the existing canopies on the market stalls at an approximate cost of £200 per canopy
- ii. To reduce the number of stalls in the market to enable freer footfall

And in the medium term by:

- iii. Exploring the type of stall that would be most suitable to the marketplace
7. In the medium to long term to look at using the rear of the market for a new store for the market equipment.
8. That a programme of reinvestment in the marketplace should be undertaken. To this end it is recommended that there is a 5% reinvestment of income generated by the market per annum.

Consultation

6. Relevant officers within the Economic Development Unit, Property Services and Communities and Neighbourhoods have been consulted as part of the review process. North Yorkshire Police were consulted in relation to crime in the area.
7. A representative from the National Association of British Market Authorities (NABMA) addressed the Committee at a meeting held on 24th March 2010 and the discussions arising from this are detailed within this report.
8. The aim of this review was to feed into the work already being undertaken by the Renaissance Team. The Committee, therefore, decided not to consult with traders and users of the market, as they understood that this was being done as part of the CCAAP and the Footstreets Review.

Options

9. Having considered the findings contained within the final report the Executive may choose to support or reject the implementation of the recommendations arising from the review.

Analysis

10. Members fully analysed all the information received as part of the review and this was used to inform their recommendations.

Corporate Strategy 2009/2012

11. The Scrutiny Topic on Newgate Market is linked with the Thriving City theme of the Corporate Strategy 2009/2012:

'We will continue to support York's successful economy to make sure that employment rates remain high and that local people benefit from new job opportunities.'

Implications

12. **Financial** – Various potential financial implications have been identified during the course of this review. However, the Committee were aware that any refurbishment undertaken at the market would have a cost. The market is successful and brings in an annual income of approximately £450k. There is a budgetary requirement for the market to earn £476k and any shortfall on this target stands as a budget pressure. The market does make a profit and is required to do so. If the market made profits over and above budget levels then there is no reason why Members could not agree a mechanism for reinvestment. Members should also be aware of a potential small loss of income should they choose to support the decrease in the amount of stalls at the market; this is not considered to be material to the overall budget levels.
13. The costs of new stalls, of varying descriptions, ranges dramatically. New canopies for the existing stalls would cost approximately £200 each, which would equate to approximately £20,000. However there is a recommendation to reduce the number of stalls so the exact cost may be less. It is unlikely however, that more than 10 stalls would be removed in the short term. This could be funded from a one-off growth and this could be considered in the budget process.
14. To purchase four “sculpted” stalls as a trial in Jubbergate would cost approximately £19k plus a further £5k design. This could be funded from a one-off growth and this could be considered in the budget process
15. A new storage facility for market equipment has an initial quote of approximately £21k. Unfortunately additional budgets would be required for these and given the current economic position it is acknowledged that this is not a short-term proposition.
16. In terms of the Service Level Agreement regarding cleansing – whilst we work with Communities and Neighbourhoods to change cleaning regimes the charge in itself is notional. By reducing the charge it doesn't provide any significant savings in itself to the Council or Newgate Market. A budget to cover the cost of any proposed quarterly 'deep cleansing' would also need to be identified.
17. The Committee discussed further financial implications with the finance officer and came to the conclusion that they would like to see a programme of reinvestment in the market place with the targets for the market being achievable and budgets being set in a fair and transparent way. To reinvest 5% of total income back into the market would mean a recurring growth requirement to the market of £24k.
18. The financial implications of the short-term recommendations would be for the council as part of its budget setting to set aside £20k one-off funding for the replacement of new canopies, £24k one-off funding for “sculpted” stalls and a further recurring £24k for re-investment into the market. This could be considered as part of the budget process however it would mean finding equivalent additional savings across other council services at a time that the council is facing severe financial pressures.

19. **Crime & Disorder** – At a meeting held on 15th November 2010 a representative of North Yorkshire Police indicated that there were no significant crime problems in the Newgate Market area.
20. There are no other known implications associated with this report.

Risk Management

21. Whilst the market is successful and generates approximately £450k per annum for the city; there is a risk that the market will continue to fall short of meeting its income target if improvements are not made. There is a risk that doing nothing could lead to this area being considered visually detrimental to the city centre which could in turn lead to an income loss for the city.

Recommendations

22. Executive are asked to consider the attached final report and associated recommendations and decide whether to support the recommendations arising from the review.

Reason: To address the concerns raised when this topic was originally suggested.

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Report Approved Date 21.12.2010

Specialist Implications Officer(s)

Financial

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Wards Affected: Guildhall

All

For further information please contact the author of the report

Background Papers:

These are available via the Council website or by contacting the Scrutiny Officer

Annexes (online only)

Annex 1 A5 version of the final report arising from the review