

Information Received to Date

1. At a meeting on 29th September 2009 Members of the Committee were presented with a briefing note, which provided an overview of trading conditions at Newgate Market as a result of the present economic climate. The main points of the briefing note are set out below:
 - There has been a marked effect on outdoor markets due to changes in customer expectations. This has resulted in a downturn of trader takings, stall occupancy and ultimately rental income to local authorities.
 - Newgate Market has fared fairly well compared with many open markets in the region but there is still concern that trade will decline. Managers have introduced a range of innovative measures to mitigate the effects of changing shopping patterns. These have been designed to ease the trader's economic circumstances and to raise the market's profile.
 - A new fees and charges structure has been introduced based on supply and demand. The layout of the market has been revised and some stalls withdrawn to open up new, more inviting aisles. In addition new 'building out' guidelines were introduced.
 - New generic backdrop vinyl 'nameboards' were made available (at a subsidised cost) in order to make the market look more uniform and professional.
 - A brochure was designed to promote the market and this was delivered to every household in York as well as being available at the library and some cafes in York. The cost of the brochure was funded by advertising within it.
 - Various promotion events were held including a live broadcast by Minster FM, a 'Love your Local Market' month, a 'markets on the move' roadshow, visits to local schools, a revamped *Trader Times* newsletter and reduced parking fees for traders' vehicles.
2. Consideration of the briefing note led Members to discuss the following themes:
 - The City Centre Action Plan and the vision for the area
 - Properties on the Shambles and how they relate to Newgate Market
 - The effect of the continental markets in Parliament Street on stalls within the market
 - Immediate, short & longer term developments in the area (including possible future usages of the area)
 - The possibility of receiving information giving a more comparative stance, for example 'what makes a good market?' and examples of good practice.