

Report of the Assistant Director Governance & ICT

**Update on Implementation of Recommendations arising from the
Newgate Market Scrutiny Review**

Summary

- 1 This report provides Members with a progress update on the implementation of recommendations arising from the Newgate Market Scrutiny Review as requested by the Committee on 24th January 2012 (Annex A refers).

Background

- 2 The Newgate Market Scrutiny Review took place between December 2009 and December 2010, with an aim to investigate possible ways of improving the existing market and its surroundings in Newgate.
- 3 Since then, a number of the Committee's recommendations have been, or are in the process of being, implemented. These have included recycling initiatives being introduced, a cardboard bailer and new mini-compactor installed to reduce market waste, a weekly 'deep clean' and maintenance programme over a series of Mondays throughout the summer (when the Newgate Monday Market was transferred to Parliament Street) and the further exploration of periodic evening markets – due to commence in spring 2013.
- 4 One of the Committee's recommendations was that there should be a programme of reinvestment in the marketplace.
- 5 In this respect, an EIF bid has been put together and submitted to Cabinet for consideration on 6th November 2012. This can be accessed via the following link and Item 19 refers:

<http://democracy.york.gov.uk/ieListDocuments.aspx?CId=733&MId=6878&Ver=4>

The purpose of the proposed investment is to reinvigorate the markets as a platform for enterprise and opportunity, creating a destination market with a clear brand and the potential to increase footfall and spend.

Progress

- 6 The following projects/progress have been undertaken since the last scrutiny report:

Markets operation – improvements since the January report.

- 7 The revised cleansing campaign gains momentum with over 300 bales of cardboard, weighing approximately 300kg each, being recycled rather than going to landfill (approx. a tonne per week on average – and increasing).
- 8 The introduction of a new mini-compact has seen a reduction in street-sited bins (from Silver Street) and the daily movement of vehicles in the market area as the number of collections of waste has more than halved.
- 9 The Monday market was relocated to Parliament Street from April to early September. This innovation led to three positives:
- i) an alternative retail offer to York shoppers of a good and varied new-look-weekly open market.
 - ii) an opportunity for the traders concerned to raise their own profile, gain new custom, and remind former customers of their existence.
 - iii) enable a 20 week maintenance programme in Newgate each Monday that included the changing of over 30 stall covers, jet washing, gutter cleaning, paving works and the re-painting of the stalls' framework.
- 10 There have been a number of success stories regarding new start-ups with small trade associations taking 'blocks' of stalls and individual entrepreneurs having new business opportunities due to a close working relationship between market officers and the Future Prospects team.

- 11 Officers have been working with a new trader-group – *Artmix* – with regard to the introduction of a series of evening markets selling foods and crafts starting next spring. It is hoped this initiative will play a key part in bolstering York’s evening economy drive.
- 12 Some ‘dead’ stalls have removed and replaced with new cycle racks (accommodating up to 40 bikes) which then not only relieves the pressure for cycle parking in nearby Parliament Street but also brings further custom to the marketplace.
- 13 York market was a participant in the national *Love Your Local Market* campaign that was coordinated by NABMA (*National Association of British Market Authorities*) to raise awareness of markets in light of the Mary Portas report to Government.
- 14 NABMA chose York as the venue to host its AGM and referred to York’s markets operation as an example of ‘best practice’ to delegates.
- 15 Market officers have continued to work with adjoining property owners to try and further engage their businesses with that of the marketplace. The professionally decked, outdoor, covered eating area to the rear of a Shambles established Italian restaurant has helped reinvigorate the lower end of the market.
- 16 A new set of market rules & regulations are being finalised (last reviewed over 12 years ago)
- 17 Market officers have brought the markets right up to date by entering into the ‘social network’ world with a ‘twitter’ page (york-markets2012, or @markets12) and a ‘facebook’ page, linked to the City Centre Office account (York City Centre & Markets Team) – each already has countless ‘followers’.
- 18 A ‘Market Shoppers’ brochure is due to be distributed in early 2013. This highly colourful, A5 sized, glossy guide is free-of-charge in its production as it is funded through advertising.
- 19 Occupancy rates have been healthy throughout the summer, averaging over 75% throughout the week (considered high for a 7-day per week market). Likewise income targets, to date, are being achieved.
- 20 Officers have been working with an organisation called “Chain Break” who re-train prisoners and give them work experience with opportunities for ex-offenders to work on the market. This initiative is already

underway at York with two individuals selling rugs and hampers respectively.

Portas Programme – York's bid

- 21 The city's bid to the Portas Pilot programme in December of 2011 sought funding to support the creation of an enterprise scheme through the Newgate market.
- 22 The proposal was to create an assisted start-up facility to enable entrepreneurs of the future to test their product in a low-risk, high aim, controlled environment – i.e. the market stall. This would be supported by a series of steps taken to ensure that the businesses that are created by this venture are expandable, sustainable and are given every chance to provide the entrepreneur with a future income, leading to the creation of new jobs and a potential move onto the high street.
- 23 The intention was to create a pipeline from market stall start, to flexible commercial premises opportunity, to something more permanent – working with landlords to free up untapped potential commercial premises as possible. Business support would be coordinated through the Council's Economic Development Team, working with the Markets Team, to ensure opportunities for developing and strengthening the business concept for new entrepreneurs.
- 24 Although the bid was unsuccessful, the work done to develop the proposal has now fed into the more recent emerging proposal for an EIF bid to invest in the markets.
- 25 Reinvigorating the market infrastructure – an EIF bid
- 26 Officers are working with stakeholders to prepare a bid to Economic Infrastructure Fund for funding to reinvigorate Newgate Market. The project will re-imagine the layout of the market and refresh the fabric of the space and stalls to create a more welcoming and higher quality offer.
- 27 The intention with the project is to create a destination market, whilst maintaining the offer for residents looking for quality, cost-effective, and fresh produce.
- 28 The bid has received in principle sign off from the Programme Management Board for Creating Jobs, Growing the Economy, which reviews all EIF business cases before going to Cabinet. The bid will then go to Cabinet on 6 November 2012.

Consultation

- 29 Preliminary consultation on the bid proposals have been undertaken with the recently formed *City Team* and with council's Information Caravan which was sited in Parliament Street for a week in October to gauge the initial views of shoppers and traders alike. Further, more detailed, group session 'question & answer' workshops were held from 12th – 16th November between Newgate traders, relevant officers and the Cabinet Member whose portfolio includes the council's markets operation.
- 30 Back in September, the Cabinet Member and relevant officers visited number of other local authority markets in the Yorkshire region in order to gather firsthand information and seek out good practice regarding open markets' stall design, layouts, infrastructure and surfacing.

Options

- 31 With regard to the earlier recommendations identified in Annex A, and in light of the EIF bid, Members may wish to:
- 32 Formally sign off the Newgate Market Scrutiny Review of December 2009 to December 2010.
- 33 Request further updates to clarify any outstanding recommendations previously made by this committee, together with progress on the improvements being made in Newgate Market, should the Economic Investment Fund Bid be successful.

Analysis

- 34 The Newgate Market Scrutiny Review was completed in December 2010. The Committee have since considered and signed off a number of recommendations where implementation has been completed and have received subsequent updates on any outstanding issues. The last update was presented to Members back in January 2012 and is summarised in Annex A.
- 35 The markets offer a major opportunity for creating a high profile destination for visitors and an opportunity for enterprise.

- 36 The potential for stimulating enterprise through the markets is clear as has been proven by such high profile companies as *Marks & Spencer*, who started on a market stall in Leeds, *Red or Dead*, and our own *Sarah Coggles* – now an internationally trading brand based in London. More importantly, the concept isn't limited to retail, given the city's wide base of sectors, including the potential for service sector businesses to start in the market.
- 37 The emerging project which is now being progressed as an EIF bid will present solutions to two fundamental challenges facing York and its economy – a shifting economy within the city centre and a lower than average rate of enterprise.

Council Plan 2011 - 2015

- 38 Two of the key priorities of the Council Plan 2011 – 2015 are '*to create jobs and grow the economy*' and '*to protect the environment*'. This Committee's ultimate recommendations clearly address these particular priorities and are reflected in the EIF bid.
- 39 Create Jobs, Grow the Economy – the emerging project for reinvigorating the market and the improvements made since the last scrutiny review will generate greater footfall and turnover in the markets, thus creating further opportunities for market traders. By creating a higher quality market, the EIF project being developed would attract even more footfall and provide the opportunity to create jobs through the market
- 40 Protect the environment – by improving the market's performance, the improvements proposed and already undertaken enhance the market which itself is part of York's unique historical city centre environs.

Implications

- 41 In the context of this report, being purely a progress report, there are no known Financial, Human Resources, Equalities, Legal, ITT or other implications associated with the recommendations in this report.

Risk Management

- 42 In compliance with the Council's Risk Management Strategy, there are no known risks associated with this report.

Recommendations

- 43 Members are asked to note the contents of the report and ultimately sign off the Newgate Market Scrutiny Review undertaken between December 2009 and December 2010.

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**Report
Approved**

<i>Tick</i>

05.12.2012

**Report
Approved**

<i>tick</i>

05.12.2012

Wards Affected:

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For further information please contact the author of the report

Background Papers:

Annexes

Annex A – Previous update on the Recommendations Arising from the Newgate Market Scrutiny Review – January 2012