

BROMSGROVE OUTDOOR MARKET

Relevant Portfolio Holder	Cllr Del Booth
Portfolio Holder Consulted	Yes
Relevant Head of Service	Ruth Bamford
Ward(s) Affected	St Johns
Ward Councillor(s) Consulted	Yes
Key Decision / Non-Key Decision	Non-Key Decision

1. SUMMARY OF PROPOSALS

As Members will be aware the High Street market has been temporarily located to the pedestrian area outside Asda to allow for public realm works to be carried out. Members are asked to consider a proposal to reduce the rate for regular market traders to remain in effect until the market is re-located back to the High Street.

2. RECOMMENDATIONS

- 2.1 That Members approve a temporary change to fees and charges order to allow regular market traders, who trade from the temporary Market location outside Asda for 3 days per week, to be charged half the rental fee.
- 2.2 That Members agree to apply the reduced charges during the period from 8th April 2014 to 15th July 2014, and in the event that the works on the High Street take longer than estimated to be completed, delegate to the Head of Regeneration & Planning the authority to extend the period during which the reduced charges will apply to cover any additional period until the market is re-located back to the High Street.

3. KEY ISSUES

Financial Implications

- 3.1 Members are asked to note that traders who trade on the market on Tuesdays, Fridays and Saturdays are currently charged £81 per week. The proposal is that this be reduced to £40.50 per week for the remainder of the period of the market being located on the pedestrian area adjacent to Asda. Assuming the works in the High Street are completed on schedule the market traders are due to re-locate back to the High Street from 22nd July.
- 3.2 It is estimated that the proposal would result in a weekly loss of income which equates to 6k for the 14 week period that the works to the High Street are estimated to last. It is proposed that the shortfall in income be met from existing

budgets and income generated in 2014/15 to ensure there is no financial impact on the Council.

Legal Implications

- 3.3 There are considered to be no legal issues relating to this report.

Service / Operational Implications

- 3.4 Bromsgrove's outdoor Market, which operates every Tuesday, Friday and Saturday, has been temporarily relocated from the High Street to the pedestrianised area of District Council owned land in front of Asda on Market Street until at least the middle of July 2014 or until such time as the public realm works are completed to the High Street.
- 3.5 The Market's first day of trading, from the temporary location, was Tuesday 18th February 2014. Since the relocation, it has been reported that the market is generally quieter than when it operated from the High Street, In addition, the usual 3 day traders themselves have reported a noticeable reduction in customers and therefore a reduction in income. This has been validated by officers over the last couple of weeks.
- 3.6 In order to directly support existing traders during this interim period, consideration has been given to offering them concession to support them to remain on the market and return to the High Street once completed.
- 3.7 In addition, a marketing campaign, comprising weekly local press advertising and promotional banners located in Market Street, the Stratford Road end of the High Street and outside Sanders Park, has been developed to support the market during the temporary period.

Customer / Equalities and Diversity Implications

- 3.8 In the event of the Recommendation being approved, all market traders will be informed of the reduction in rent both verbally and in writing.

4. RISK MANAGEMENT

- 4.1 Failure to support the market stall holders during the interim period could lead to a loss of regular traders who may not return to a refurbished High Street.

5. APPENDICES

5.1 There are no appendices

6. BACKGROUND PAPERS

6.1 There are no background papers

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