

REPORT TITLE BROMSGROVE MARKET

Relevant Portfolio Holder	Cllr Rita Dent – Portfolio Holder for Town Centre and Regulatory Services
Portfolio Holder Consulted	√
Relevant Head of Service	Kevin Dicks – Chief Executive
Ward(s) Affected	All
Ward Councillor(s) Consulted	N/A
Key Decision / Non-Key Decision	Non-Key decision

1. SUMMARY OF PROPOSALS

- 1.1 Bromsgrove Town Centre Outdoor Market is currently managed and operated by the North Worcestershire Economic Development & Regeneration (NWedr), a shared service hosted by Wyre Forest District Council (WFDC) under a Collaboration Agreement in May 2011.
- 1.2 The NWedr Client Management Group has instructed officers to explore options for the future operation and management of the markets and Members are asked to consider whether NWedr should invite informal expressions of interest from market operators to inform any future decisions on the future management of the outdoor market.

2. RECOMMENDATION

The Cabinet is requested to RESOLVE that

- 2.1 North Worcestershire Economic Development & Regeneration service invites informal expressions of interest from market operators for the future management of Bromsgrove Outdoor market; and**
- 2.2 a report on the outcome of the process be brought to a future meeting of the Cabinet.**

3. KEY ISSUES

Financial Implications

- 3.1 In 2013/14 the Council received a net income from the market of nearly £19,000. The amount of rent received during the last and current financial years has been lower than previous year as a result of fewer traders attending the market and lower rent received during the improvement works to the High Street between February and September 2014.

- 3.2 However, now the market is re-established on the High Street, the regular traders have been returning and it is anticipated that, should the market continue in its current operational format, the market would return to previous levels of net income in future.

Legal Implications

- 3.4 There are no legal implications relating to this report.

Service / Operational Implications

- 3.6 Bromsgrove Outdoor Market is one of three markets managed and operated through NWedr. The others being Redditch and Kidderminster Outdoor Markets. Kidderminster Outdoor Market, is run by an external market operator, through the Shared Service, by way of a contract with Wyre Forest District Council. This contract is due to be tendered for renewal during the summer 2015.
- 3.7 The NWedr Client Management Group has instructed officers to explore options for the future operation and management of the markets. One such option could be to appoint an external contractor to operate the market.
- 3.8 Before giving further consideration to such an option, it is proposed that some soft market testing is carried out and “soundings” taken from existing market operators to inform any future consideration as to whether or not to procure an external market operator.
- 3.9 In this regard it is suggested that NWedr invite informal expressions of interest from existing market operators who can outline their own proposed options for operating Bromsgrove market against the following criteria:-
- Partnership working with Bromsgrove District Council and the development of an associated shared vision and strategy
 - Effective commercially focussed performance management
 - Marketing, promotion & Public Relations
 - Integration with other events and programme of future markets
 - Safety & security
 - Integration with the town centre, surrounding retail offer and community
 - New business start up opportunities
 - An effective web site and use of social media
 - Stakeholder and trader engagement
 - Accessibility
- 3.10 The results of any expressions of interest received will be reported to a future meeting of the Cabinet accordingly.

Customer / Equalities and Diversity Implications

3.11 None

4. RISK MANAGEMENT

4.1 None

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