

HEREFORD OPEN RETAIL MARKET

PORFTOLIO RESPONSIBILITY: ECONOMIC DEVELOPMENT AND COMMUNITY SERVICES

CABINET

19 FEBRUARY 2009

Wards Affected

Central

Purpose

To consider the result of the consultations undertaken on the proposed relocation of the Hereford Open Retail Market into the St Peter's Street/High Town interface and Commercial Street each Saturday and Wednesday, and to seek Cabinet approval of the recommendations for the implementation of the market.

Key Decision

This is a Key Decision because it is likely to be significant in terms of its effect on communities living or working in Herefordshire in an area comprising one or more wards.

It was included in the Forward Plan.

Recommendations

THAT:

- a) subject to approval of the capital programme bid, the relocation of Hereford Open Retail Market to the St Peter's Street/High Town interface and Commercial Street as from 8 April 2009 (or as soon afterwards as operational arrangements allow) be approved; and
- b) the proposed formulation of a policy governing allocation of the stalls be noted.

Reasons

To ensure that the long-term sustainability and economic viability of an Open Retail Market in Hereford is guaranteed.

To provide additional support, vibrancy and interest in the City, attracting visitors to the City centre.

To facilitate business development through a policy of allocation that will not only encourage business start up through a number of available 'incubator' stalls but also focus on and encourage locally produced goods and produce.

To relocate because of the inevitable loss of the current site due to the ESG Herefordshire

Further information on the subject of this report is available from
Jeff Owen, Markets Manager on (01432) 260558

Ltd development.

Considerations

- 1 The present site cannot sustain the Open Retail Market given reduced public footfall compounded by the decline of the Livestock Market and the change in livestock sales. A report conducted by New Market Solutions, entitled Hereford City Markets – ‘A New Direction’ identified that both the location and style of the current Open Retail Market were barriers to its mid or long term future, conducted an options appraisal on potential alternative sites, and recommended that the St Peter’s Street/High Town interface and Commercial street location be considered in detail as potential priority locations.
- 2 Between 18 October and 13 December 2008 a formal consultation process was carried out with the market traders, in accordance with the Hereford Markets Act 2003, and also with the public, relevant businesses and others. Of the 206 responses from the public, 86% were in favour of the relocation site. Of the 128 Businesses & Organisations, 57% of respondents were in favour of the relocation site. 20 business/organisation consultees raised concerns, summarised at Appendix 1 together with the response to those concerns.
- 3 The recommended location for the Open Retail Market will enable a modern, attractive, regular market that enhances the viability of the city centre to support the viability and vitality of the city centre attracting visitors to the town and county. The style, type, presentation and operation of the relocated Open Retail Market will be of high quality. New format trader licences will support the required servicing and quality requirements, and a policy governing the allocation of stalls will be formulated for approval by the Cabinet Member before the relocation commences.

Legal Implications

- 4 The requirement to follow the statutory consultation process identified within the Hereford Markets Act 2003 Para 4 (3) has been fulfilled. All relevant Planning issues have been resolved.

Financial Implications

- 5 The annual revenue income budget set for the current Open Retail Market site is £57k though there is likely to be a shortfall of £21k in the current financial year due to the lack of viability of the site. It is projected that the relocation to the new site will generate income in the region of £62.5k p.a. Revenue expenditure at both sites is similar.
- 6 A Capital Bid of £58.5k for stalls and storage vehicle is included in the draft capital programme for consideration by Cabinet and Council.

Risk Management

- 7 Failure to identify a suitable alternative site for the Open Retail Market will impact on the sustainability of the city centre by reducing the retail offer within the city centre.

Alternative Options

- 8 Alternative options were investigated within the New Markets Solutions report entitled ‘Hereford City Markets – A New Direction’.

Consultation

Consultation has been undertaken with

- *Herefordshire Council:* Trading Standards; Property Services; Economic Development; Tourism; Finance; Highways and Transportation; Central Ward Member; CCTV.
- *Outside Organisations:* Edgar Street Grid Ltd; Hereford City Partnership; Hereford City Council; Buttermarket Independent Traders Association; Headquarters of the National Market Traders Federation; Hereford Branch of National Market Traders Federation; Hereford Farmers Markets Group; National Association of British Markets Authority; West Mercia Constabulary.
- *Individuals:* Open Retail Market Traders; Retailers in Commercial Street/St Peter's Street; Residents in Commercial Street; the public.

Appendices

Appendix 1: Summary of concerns raised by business/organisation consultees and response to those concerns.

Background Papers

Hereford City Markets – ‘A New Direction’: Report by New Market Solutions