

NORTH LINCOLNSHIRE COUNCIL

CABINET

REVIEW OF NORTH LINCOLNSHIRE MARKETS – ACTION PLAN

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To consider an action plan in response to the Economic Development & Corporate issues Scrutiny Committee report on North Lincolnshire Markets.

2. BACKGROUND INFORMATION

- 2.1 The Economic Development & Corporate Issues Scrutiny Panel completed a review of North Lincolnshire Markets in September 2009. Full council considered their report at their meeting held on 23 September 2009. They referred to Cabinet for further consideration.
- 2.2 Cabinet considered matter on 14 October 2009. They requested the preparation of an action plan in response to the 25 recommendations contained in the Scrutiny Panel's report.

3. OPTIONS FOR CONSIDERATION

- 3.1 Attached to this paper is a proposed action plan to take forward the recommendations of the Scrutiny Panel. Cabinet has the option of approving the plan. Alternatively, Cabinet might want to suggest amendments to the plan.

4. ANALYSIS OF OPTIONS

- 4.1 The action plan deals with the recommendations of the Scrutiny Committee in full. Cabinet is therefore recommended to approve the plan.

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

- 5.1 The council has already agreed funding that will allow progress in response to the Scrutiny Panel's recommendations. This was part of the budget for 2010/11 recently approved. This includes the following.

Description	Funding Agreed	Revenue (R) or Capital (C)	Relevant Scrutiny Panel Recommendation(s)
Discrete Marketing/Promotions budget	£20,000	R	14

Markets Feasibility Study	£25,000	R	17,19,20,23
Market Minor Works	£100,000	C	4,13,19,23,24

5,2 The proposed action plan may have significant implications with regard to finance, staffing and property resources depending on the outcome of individual actions. These will be fully evaluated as consequential recommendations for change in the way the Markets service might operate and/or is funded etc in the future are brought forward for consideration.

6. OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)

6.1 There are no other implications.

7. OUTCOMES OF CONSULTATION

7.1 Officers sent a copy of the Scrutiny Panel report and the attached proposed action to members of the Market Traders Liaison Group for comment. Feedback received was considered and the plan was amended accordingly.

7.2 The National Market Traders Federation was invited to comment on the draft action plan. They commented that **“the document provides a welcome boost to the markets”**. They raised some points of clarification that were addressed and urged that some quick fixes were identified and implemented to demonstrate the council’s commitment to its markets. Cabinet will note positive progress already achieved against a number of actions and funds already in place (para. 5.1 above) to these ends.

7.2 The Economic Development & Corporate Issues Scrutiny Panel considered the attached action plan at their meeting of 1 June 2010. A verbal report on any issues arising is available for Cabinet to consider in determining this matter.

8. RECOMMENDATIONS

8.1 That Cabinet approves the action plan attached to this report.

SERVICE DIRECTOR ASSET MANAGEMENT AND CULTURE

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Date: March 2010

Background Papers used in the preparation of this report:

- Economic Development & Corporate issues Scrutiny Committee review report on North Lincolnshire Markets
- Minutes of Full Council of 23 September 2009
- Minutes of Cabinet of 14 October 2009
- Relevant budget papers from the meeting of Full Council of 24 February 2010

SCRUTINY REPORT ACTION PLAN - NORTH LINCOLNSHIRE MARKETS

RECOMMENDATION	ACTION(S) TO BE TAKEN	LEAD RESPONSIBILITY	TARGET DATE
<p>Recommendation 1:</p> <p>That North Lincolnshire Market management devise a strategy that re-aligns the Service to deliver the council's shared ambition of "an Area that is thriving" and "communities that are confident and caring".</p>	<p>(a) Consultation will take place with appropriate stakeholders including market traders and Strategic Regeneration to help formulate the draft strategy documents.</p> <p>(b) The resulting draft strategy document will be presented for consideration and endorsement by the Economic Development & Corporate Issues Scrutiny Panel.</p> <p>(c) The final draft strategy will be presented for approval by Cabinet. Review one year later.</p>	<p>Head of Commercial Property & Tourism</p> <p>Head of Commercial Property & Tourism</p> <p>Head of Commercial Property & Tourism</p>	<p>September 2010</p> <p>October 2010</p> <p>November 2010</p>
<p>Recommendation 2:</p> <p>That a strategy for North Lincolnshire Markets be drafted and adopted. The strategy to be devised and implemented immediately and be reviewed within one calendar year by this Scrutiny Panel to gauge the impact made by the strategy.</p>	<p>(a) See 1 (a) to (c) above</p> <p>(b) The approved strategy will be reviewed and updated within one year.</p>	<p>Head of Commercial Property & Tourism</p> <p>Head of Commercial Property & Tourism</p>	<p>September - November 2010</p> <p>November 2011</p>
<p>Recommendation 3:</p> <p>That as part of future budget setting processes, the council reviews the current unrealistic income targets for the markets service causing the Asset Management & Culture Service to subsidise the markets function with a view to establishing a realistic revenue budget for the service that</p>	<p>(a) Budget issues relating to the Markets Service will be highlighted and raised annually via the council's budget process that includes presenting information via Strategic Review Task Groups etc. This leads to consideration</p>	<p>Head of Commercial Property & Tourism</p>	<p>Autumn/Winter 2010/11</p>

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offers future opportunities for reinvestment of any operating profits to maintain and improve the quality of the market facilities.	of budget priorities by Members at the annual budget meeting of the Council in February.		
<p>Recommendation 4:</p> <p>That Full Council recognise the prolonged under-investment at its markets and fully supports any future submission by the Service Director Asset Management & Culture on behalf of the markets service for Capital Programme monies in order to provide the necessary investment to bring the markets in to the twenty first century.</p>	<p>(a) Commission a feasibility study to identify and cost a programme of work required to modernise the current market facilities and improve the shopping experience for customers and traders.</p> <p>(b) Prepare a bid for capital funding via the budget process in 2010/11 to take forward the works required.</p>	<p>Service Director Asset Management & Culture</p> <p>Service Director Asset Management & Culture</p>	<p>Feasibility Study 2010/11</p> <p>Autumn/Winter 2010/11</p>
<p>Recommendation 5:</p> <p>That in the short term, all objectives and targets assigned to the markets strategy (recommendation 2) be financed by the council. However, it is essential that as the current economic climate improves, the objectives and targets be financed from the markets controllable operating surplus.</p>	<p>(a) Budget issues relating to the Markets Service will be highlighted and raised annually via the council's budget process that includes presenting information via Strategic Review Task Groups etc. This leads to consideration of budget priorities by Members at the annual budget meeting of the Council in February.</p>	<p>Head of Commercial Property & Tourism</p>	<p>Autumn/Winter 2010/11</p>
<p>Recommendation 6:</p> <p>That the existing Market Traders Liaison Committee be:</p> <p>(a) re-constituted to make it more efficient and accessible to all market traders</p> <p>(b) professionally recorded with all discussions and actions reported to all traders in a quarterly newsletter</p>	<p>(a) The constitution of the Market Traders will be reviewed in consultation with Market Traders</p> <p>(b) No further action proposed – recommendation implemented in full</p>	<p>Head of Commercial Property & Tourism</p> <p>N/A</p>	<p>July 2010</p> <p>N/A</p>

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<p>(c) a consultative body to discuss issues such as rent levels etc.</p> <p>(d) expanded to include representation from all markets as well as the membership to include the council's Tourism & Town Centre Manager</p>	<p>(c) The MTLG representatives will be consulted prior to the implementation of any rent review proposals</p> <p>(d) This matter will be dealt with as an outcome to the review of the constitution in 6(a) above</p>	<p>Head of Commercial Property & Tourism</p> <p>Head of Commercial Property & Tourism</p>	<p>Immediate</p> <p>July 2010</p>
<p>Recommendation 7:</p> <p>That a market trader charter be drafted and adopted across the market service, to include a full maintenance programme.</p>	<p>(a) The newest Market "Rules & Regulations" document will be reviewed and renamed "The Market Traders Charter" and will include maintenance and liability issues.</p>	<p>Head of Commercial Property & Tourism</p>	<p>September 2010</p>
<p>Recommendation 8:</p> <p>That the Service Director Asset Management & Culture undertake a review of the management function of all of North Lincolnshire's Markets, to determine if the current structure and management practices are fit for purpose. That any changes proposed to current management arrangements be submitted to the Leader of the Council Regeneration, Marketing & Finance Cabinet Member for consideration.</p>	<p>(a) The Service Director Asset Management & Culture will carry out a review of the management function of North Lincolnshire Markets and report any proposals to the Leader of the Council Regeneration, Marketing & Finance Cabinet Member for consideration.</p>	<p>Service Director Asset Management & Culture</p>	<p>September 2010</p>
<p>Recommendation 9:</p> <p>That in consultation with the council's Highways & Planning Service, reduced car parking fees be made available at Scunthorpe Market car park, Bottesford Road (Ashby) car park and Old Courts Road (Brigg) car park on market days only.</p>	<p>(a) No further action proposed – recently agreed changes to short stay car parking charges provide a reduced rate for 1 hour parking in a number of short stay car parks in Ashby, Brigg and Scunthorpe, including the following car parks in the immediate vicinity of North Lincolnshire Markets: School Road, Ashby; Bottesford Road, Ashby; Old Courts Road,</p>	<p>N/A</p>	<p>N/A</p>

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	Brigg; The Angel, Brigg; Home Street, Scunthorpe and Scunthorpe Market Car Parks, that supersedes the Scrutiny Panels' recommendation.		
<p>Recommendation 10:</p> <p>That the reduction in car parking charges for market traders and customers on market days only operate as a pilot for six months.</p>	(a) See 9 (a) above	N/A	N/A
<p>Recommendation 11:</p> <p>That the council's Highways & Planning Service, in consultation with Humberside Police, ensure that the pedestrianisation of Brigg Market Place is enforced on market days.</p>	(a) No further action proposed - discussions have taken place with the council's Highways & Planning Service, Police and other appropriate bodies to enforce the Brigg pedestrianisation policy on market days.	N/A	N/A
<p>Recommendation 12:</p> <p>That the council's Service Director Asset Management & Culture be asked to re-tender the contract for the erection and dismantling of Brigg's Markets once the existing contract period has expired.</p>	(a) No further action proposed - the contract for the erection and dismantling of Brigg market stalls was recently re-tendered and a new contract put in place.	N/A	N/A
<p>Recommendation 13:</p> <p>That should there be no progress with the development of a new custom built Scunthorpe Market within one year of the North Lincolnshire Market report being approved, this panel re-visit this review, with particular focus on enhancing the existing Scunthorpe Market.</p>	<p>(a) See 4 (a) and (b) above.</p> <p>(b) Should no progress be made with the development of a new market, this report to be reviewed.</p>	Head of Commercial Property & Tourism	January 2011

RECOMMENDATION	ACTION(S) TO BE TAKEN	LEAD RESPONSIBILITY	TARGET DATE
<p>Recommendation 14:</p> <p>That the marketing of North Lincolnshire markets be assigned to the Tourism & Town Centre Manager with a designated budget ring-fenced for this duty. The budget to be agreed by the Cabinet Member Regeneration, Marketing & Strategic Finance.</p>	<p>(a) No further action proposed - a £20,000 ring-fenced development budget was agreed by Council at the annual budget meeting on 24 February 2010.</p>	<p>N/A</p>	<p>N/A</p>
<p>Recommendation 15:</p> <p>That the Market Manager ensures that the service supports and promotes social enterprise by signposting all market traders to the relevant council department for advice and support.</p>	<p>(a) Discussions will take place with Business Support staff in Strategic Regeneration with a view to making available any advice that is available to traders.</p> <p>(b) This will for part of an emerging Scunthorpe Town Centre action plan aimed at stimulating the retail economy of the town.</p>	<p>Head of Commercial Property & Tourism</p> <p>Tourism and Town Centre Manager</p>	<p>September 2010</p> <p>March 2010</p>
<p>Recommendation 16:</p> <p>That the council introduce a series of incentives to new traders to allow them to learn and develop their business. These incentives to be discussed at the Market Traders Liaison Committee, prior to them being approved by the Cabinet Member Regeneration, Marketing & Strategic Finance.</p>	<p>(a) Proposals currently exist to give new traders support. These will be reviewed and considered by MTLG on an on-going basis.</p>	<p>Head of Commercial Property & Tourism</p>	<p>On-going</p>
<p>Recommendation 17:</p> <p>That the feasibility of more specialised markets being ran at both Scunthorpe and Ashby markets be explored.</p>	<p>(a) An investigation will take place to explore options and evaluate whether it is feasible to operate/invite other specialist markets to North Lincolnshire Council sites.</p>	<p>Head of Commercial Property & Tourism</p>	<p>September 2010</p>

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<p>Recommendation 18:</p> <p>That the market management engage with the black and minority ethnic communities as well as the new communities to encourage markets to better reflect North Lincolnshire's growing diverse communities.</p>	<p>(a) Arrangements will be made to engage with black and minority ethnic communities to see if North Lincolnshire Council markets can adapt to cater for their demands.</p>	<p>Head of Commercial Property & Tourism</p>	<p>September 2010</p>
<p>Recommendation 19:</p> <p>That the council commission research with market traders, customers and council officers with the aim of improving the visual appearance and physical environment of Ashby Market.</p>	<p>(a) Commission a feasibility study to identify and cost a programme of work required to modernise the current market facilities and improve the shopping experience for customers and traders.</p> <p>(b) Prepare a bid for capital funding via the budget process in 2010/11 to take forward the works required.</p>	<p>Service Director Asset Management & Culture</p> <p>Service Director Asset Management & Culture</p>	<p>Feasibility Study 2010/11</p> <p>Autumn/Winter 2010/11</p>
<p>Recommendation 20:</p> <p>That a feasibility study by the Service Director Asset Management & Culture be undertaken to explore the possibility of the Ashby site being used for additional purposes on non-market days.</p>	<p>(a) An investigation will take place to explore options and evaluate whether it is feasible to operate/invite other specialist markets to North Lincolnshire Council sites.</p>	<p>Head of Commercial Property & Tourism</p>	<p>September 2010</p>
<p>Recommendation 21:</p> <p>That the shopping patterns at North Lincolnshire Markets be reviewed by the council's Tourism & Town Centre Manager in order to ascertain if the opening hours and days are fit for purpose.</p>	<p>(a) Shopping patterns will be reviewed to see if current opening hours and days are appropriate.</p>	<p>Head of Commercial Property & Tourism</p>	<p>September 2010</p>

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<p>Recommendation 22:</p> <p>That the costs/benefits of providing subsidised or free public transport to North Lincolnshire Markets be investigated.</p>	<p>(a) Consultations will take place with the Highways & Planning Service to consider the implications and feasibility of providing free public transport to North Lincolnshire markets.</p> <p>(b) Any recommendations for changes to public transport arrangements will be presented to the Cabinet Member for Highways and Planning for consideration.</p>	<p>Head of Commercial Property & Tourism</p> <p>Service Director Highways and Planning</p>	<p>September 2010</p> <p>Autumn/Winter 2010/11</p>
<p>Recommendation 23:</p> <p>That an asset management audit be undertaken of both Brigg and Ashby market sites in order to ascertain a programme of works to bring the market sites up to the twenty first century.</p>	<p>(a) Commission a feasibility study to identify and cost a programme of work required to modernise the current market facilities and improve the shopping experience for customers and traders.</p> <p>(b) Prepare a bid for capital funding via the budget process in 2010/11 to take forward the works required.</p>	<p>Service Director Asset Management & Culture</p> <p>Service Director Asset Management & Culture</p>	<p>Feasibility Study 2010/11</p> <p>Autumn/Winter 2010/11</p>
<p>Recommendation 24:</p> <p>That once the audit is completed, the council be recommended to allocate the appropriate funds to complete the works.</p>	<p>(a) See 23 (a) and (b) above.</p>		
<p>Recommendation 25:</p> <p>That all recommendations contained in this report be included in an action plan, stating the timescales and key actions to implement the recommendations. The action plan to be presented to the Economic Development & Corporate Issues Scrutiny Panel by no later than the end of January 2010.</p>	<p>(a) See actions above.</p>	<p>Head of Commercial Property & Tourism</p>	<p>N/A</p>