

NORTH LINCOLNSHIRE COUNCIL

**BUSINESS, INNOVATION, EMPLOYMENT AND
SKILLS CABINET MEMBER**

RELOCATION OF ASHBY MARKET

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To formally approve the relocation of Ashby Market from its current site to Ashby Broadway.
- 1.2 To update on the progress of the scheme.

2. BACKGROUND INFORMATION

- 2.1 A review of Scunthorpe and Ashby markets was undertaken between November 2014 and February 2015. The review assessed the current market operations and created an action plan for their improvement.
- 2.2 Ashby Market currently trades one day per week, each Thursday. Vacancy rates are currently over 58% with a significant operating deficit. Costs for stalls, despite suggested by traders as prohibitive, are comparatively low, ranging from £9 - £22 per week.
- 2.3 Ashby market space is currently significantly under-utilised. It sits unused for six days a week, although many traders now use it as a free storage facility for the remaining six days per week, using it as a base to store goods they sell elsewhere. This does not represent value for money for the council taxpayers and restricts other uses for the site.
- 2.4 Following assessment of a number of potential sites in Ashby, officers are progressing with the development of plans for the relocation of the market to the Broadway area. An initial scheme has been identified and designs are being designed.
- 2.5 Planning permission is required for change of use of the area for the purposes of holding a market.
- 2.6 If the Market was relocated an amendment to the existing legal framework under Part 3 of the Food Act (1984) would be required

3. OPTIONS FOR CONSIDERATION

- 3.1 The proposal for consideration is to approve the location of Ashby Market from its current site to Broadway off Ashby High Street and to thereby change the character of the market to become a street market; demolish the current market and declare the site as surplus and make available the site for regeneration plans.

4. ANALYSIS OF OPTIONS

- 4.1 Relocation of Ashby Market to the Broadway would change the nature of the market to a street market with stalls erected and dismantled once a week, similar to Brigg market. A secure facility for the storage of the stalls and trailer for moving them will be required, which would be provided in the car park on Walnut Tree Way.
- 4.2 It is clear that the move to a street style market, with 'pop-up' stalls would not suit all current traders. It is anticipated that the butchers from the market would be lost as there is no proposed fixed provision for them at the new site on Broadway. However, if the relocation is accepted the new multi-use site would allow for the provision of specialist food markets in the future.
- 4.3 If the relocation is approved it is also expected that the Market service will transform to provide an enhanced customer service to traders. Operatives would put up all the stalls, they would then help traders to unload their stock and setup their stalls. At the end of the trading day Operatives would then help traders to shut down their stalls.
- 4.4 The estimated costs will depend on the type of materials used and the final requirements for the overall scheme including the changes to the road layout (eg. Street furniture, traffic management equipment, stalls, stalls storage, trailer and provision of electricity for stalls). The scheme design is currently being finalised and will be tendered through the council's Construction Framework
- 4.5 The relocation of the market will require planning permission for change of use and it is advisable to include the engineering works as part of this application. The anticipated timescale for the planning process is 8-12 weeks but with a view to achieving an eight week determination.
- 4.6 A further 21 day consultation period will be undertaken on the scheme as part of the planning process. A communication strategy with local retailers and customers will ensure that potential issues are dealt with quickly by the appropriate individual within an agreed response time.
- 4.7 Officers suggest submitting a planning application in March 2017 with a view to consideration of the matter at the Planning Committee scheduled in May 2017.

- 4.8 The anticipated start date for the construction works to commence, subject to planning and budget approvals is late early June 2017.
- 4.9 Confirmation of the anticipated construction period is awaited. This cannot be identified until site tests have been completed and the final specification for the engineering works is agreed. This is expected to be no less than 3-4 months if the full closure during construction option is progressed. Based on the current programme this would mean a new market opening in late September 2017.

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

- 5.1 Funds have been secured through the capital programme for the scheme.
- 5.2 The ongoing operational costs for the market will be met from within existing budget allocations.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

- 6.1 Not Applicable.

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

- 7.1 A consultation event took place on Thursday 16 February on Broadway, where over 200 people including the public, nearby retailers and traders provided comments on the proposal. The majority of comments received were positive about the potential to relocate the market to a busier area of Ashby High Street, with the public recognising that the move could rejuvenate the market and the Broadway area. Retailers were largely supportive of the idea, but there was a divide opinion amongst the traders.
- 7.2 Further details on the consultation can be found in appendix one 'Ashby Market Relocation Consultation Event Report'.
- 7.3 Consultation is ongoing with the Taxi association(s), Bus companies and disabled user groups over the proposed scheme and associated highway works.
- 7.4 The design and proposal will be subject to a further 21 day consultation period as part of the planning application process. This will include existing market traders, retailers in the area, taxi associations, bus companies and the general public.
- 7.5 Consultation has also taken place between the Leader of the Council and the Deputy Leader of the Labour Group.
- 7.6 The Leader of the Council has also met with a number of retailers over the last eight weeks and their comments/concerns have been fed back to the officer project group.

8. RECOMMENDATIONS

- 8.1 That the Cabinet Member formally approves the relocation of Ashby Market from its current site to Broadway off Ashby High Street subject to securing the necessary planning approvals.
- 8.2 That the Cabinet Member approves formally approves the demolition of the existing market site and declares it surplus to allow the site to be utilised to continue the regeneration of Ashby.
- 8.3 That the Cabinet Member supports the proposed road layout changes as part of the relocation scheme.
- 8.4 That the Cabinet Member supports all the changes required to Traffic Regulation Orders.
- 8.5 That the Cabinet Member delegates responsibility for the delivery of the project to the Executive Director (Commercial).

DIRECTOR OF PLACES

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Background Papers used in the preparation of this report:

- Ashby Market Relocation Consultation Event Report

Appendix One

Ashby Market Relocation Consultation Event Report

Background

North Lincolnshire Council Officers undertook a public consultation about the relocation of Ashby Market on Thursday 16th February 2017. Throughout the consultation over 200 people attended to share their views on the proposed scheme, this included traders, nearby retailers and the general public. The majority of the comments received were positive about the potential of relocating the market to a busier area of Ashby High Street, with the public recognising that the move could rejuvenate the market and the Broadway Area.

Trader consultation

Several traders attend the consultation event and shared their thoughts on the proposed relocation, with a split between those for or against the proposal. Unfortunately, not all traders were able to attend the consultation, so NLC officers went to the market and took plans to share with those traders. Traders were left with comment forms and provided contact details if they wished to discuss anything further. Throughout the conversations with traders there were several reoccurring concerns:

You said... "Not all traders were given the opportunity to have their say on the plans."
We did... In addition to attending the market as part of the consultation event, council officers have since attended Ashby market to further discuss the plans and any concerns individual traders have; these meetings are ongoing.

You said... "There will be no storage facilities at the new market; many of us use our stalls as lockups throughout the week."

We did... Traders were advised that where a lack of storage was a concern the council would work with them to identify alternative storage facilities. Where cost is prohibitive, the council could help to coordinate a shared storage facility for several traders, who would then share the cost.

You said... "There is nowhere for traders to park."

We did... Traders currently park on land located adjacent to Ashby market using a permit system. It is anticipated that traders will be issued with a new permit, which will allow them to park their vehicle in a nearby car park.

You said... "How will we setup our stalls and take them down again?"

We did... North Lincolnshire Council operatives will be responsible for setting up and shutting down the stalls on a market day. In addition they will provide support to traders to load and unload stock.

You said... "A pop up stall and a table won't work for me."

We did... Discussions with traders are ongoing to understand individual requirements regarding stall setup and will be consulted before any decision is made on the type of stalls to be used at the new market. In addition contact has been made with Rotherham Council's market team, who have won 'The best street market award' for 2016 to seek their advice on stall type and examples of best practice. Several traders also spoke very highly of Rotherham market.

You said... "There are no toilets proposed at the new market."

We did... There are public toilets operated by the council in the vicinity of the Broadway area.

You said... "There is no electricity or utilities available at Broadway."

We did... Each market stall will have access to an electrical hook up and where required portable hand washing facilities will be provided.

Retailer Consultation

The retailers located on Broadway, who visited the consultation, were in support of the proposal to relocate the market and could see the benefit of the increased footfall in the Broadway area. Retailers had a few concerns about the proposal:

You Said... "Where will the stalls be located on Broadway, is there enough space to still access the shops?"

We did... Council officers explained the proposals in detail to retailers, explaining that once the site becomes one level the stalls will be situated on the existing footpath towards Ashby High Street and the car parking spaces; leaving the foot path outside the shops untouched.

You said... "Where will traders and the public park, we don't want people abusing our private car parks?"

We did... A parking assessment has been undertaken and revealed that even on a Thursday there is sufficient parking availability to cope with demand. On none market days Broadway will still be accessible and available for parking. A permit system will be used for traders so they can park in the public car parks.

You said... "It is not ideal to have someone selling the same products outside our front door, which are cheaper because we can't compete due to paying higher business rates and rent."

We did... Stalls will be allocated in such a way to ensure that a trader in certain goods is not situated directly next to a retailer of similar goods wherever possible. For example a floristry stall wouldn't be allocated a stall outside of a florist.

Public Consultation

The public recognised that as part of the relocation the changes to Broadway to create a one level multi-use space would enable other events or specialist markets to be delivered on the site in future. Many residents also felt that having everything in one place (shops and the market) and with a bus stop on the doorstep was a real positive.

You said... "Why is the market not being moved into the old Kwik Save building?"

We did... North Lincolnshire Council has previously explored utilising the former Kwik Save site, but it is not seen as a viable option. The proposal for Broadway will see the development of a multi-use site meaning that on none market days the area can still be used for other means.

You said... "What will we do for parking; there is not enough parking in Ashby on a Thursday already?"

We did... A car parking assessment has been undertaken on Thursdays which has revealed sufficient parking is available throughout the car parks in Ashby. Outside of the market operating hours, car parking will be retained and available as it is at present on Broadway.

You said... "What about disabled users, where will they park and access the site?"

We did... As part of the proposed relocation for the market, there will be works undertaken to improve the highways network in the immediate vicinity. This will see the introduction of dedicated disabled parking bays for use throughout the week, not just market days. There is ongoing consultation on the proposed relocation with disabled user groups, as the site will be reconfigured and made one level this should make the site much easier to navigate.

You said... "Why are you getting rid of the traffic lights and putting a roundabout in; it is chaos already with people trying to get across the road?"

We did... There have been a large number of accidents reported at the junction on Ashby High Street and Bottesford Road, where the traffic lights are situated. As an alternative method of slowing traffic down it is proposed that a new mini roundabout be installed. In addition two new pelican crossings will be installed away from the junction encouraging people to cross in a more appropriate location. The proposed

highway changes will be subject to a road safety audit with any findings to be implemented.

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