

Report to	Cabinet	Item
	13 th June 2012	
Report of	Deputy chief executive (Operations) and executive head of customers, communications and culture	17
Subject	Speciality markets July 2012	

Purpose

To request approval to hold a speciality market as part of the Olympic celebrations in Norwich on 6 - 8 July 2012.

Recommendation

To approve holding a speciality market in Norwich in July

Corporate and service priorities

The report helps to meet the corporate priority city of character and culture and the service plan priority to maximise the opportunities provided by the 2012 Olympics.

Financial implications

This speciality market is self financing

Ward/s: Mancroft

Cabinet member: Councillor Arthur - Leader

Contact officers

Ian Streeter, licensing manager 01603 212439

Helen Selleck, culture and events manager 01603 212137

Background documents

None

Specialty markets for the Olympic Celebrations

1. Entertainment for the Lord Mayors Celebrations has been redesigned for 2012 to take into account the torch relay celebrations. This year the celebrations will start on Wednesday evening, when the torch arrives for its overnight stop, and conclude on Sunday. A five day festival instead of the usual four.
2. In reshaping the festival the culture and events team have been mindful of the need to provide sufficient entertainment for the expected increased crowds, whilst still working within tight budgets. Additions this year include the opportunity for a medieval market in Chapelfield Gardens consisting of entertainment and craft demonstrations, and a world market on Gentleman's Walk.
3. Whilst the medieval market is not classed under our markets charter as a 'rival market' the world market is. Planning permission is not required as this will come under "temporary uses under Part 4 of the GPDO, Class B2" which allows markets on land for 14 days in any calendar year. However formal approval by cabinet is required to allow this market this temporary 'rival market' to take place.
4. Both the world and the medieval markets will be provided by Market Square Group which is contracted through the procurement process to provide the Easter market on Gentleman's Walk. Because of this Norwich City Council is able to extend the contract to provide a further market. And the Market Square Group has developed a specific world market for the Olympic year.
5. These types of city centre activities are integral elements in the promotion and development of the city as an attractive place to live and visit, and attract people in to the city centre, especially in Olympic year
6. The markets manager will ensure that rival market stalls selling similar produce to those offered on Norwich market stalls are not positioned in close proximity to each other.
7. Members should also note that a draft market policy is currently being compiled will be circulated for relevant consultation. This policy will propose how we deal with these one off opportunities in future. In the interim authorisation is being sought to regularise the world market on 6 – 8 July.

Integrated impact assessment



NORWICH
City Council

The IIA should assess **the impact of the recommendation** being made by the report

Detailed guidance to help with completing the assessment can be found [here](#). Delete this row after completion

Report author to complete

Committee:	Cabinet
Committee date:	13 th June 2012
Head of service:	Executive head of customers, communications and culture
Report subject:	Speciality markets July 2012
Date assessed:	24 rd May 2012
Description:	speciality market as part of the olympic celebration

	Impact			
Economic (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Finance (value for money)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	helps the council to provide more entertainment for the olympic celebration at no cost to the council
Other departments and services e.g. office facilities, customer contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
ICT services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Economic development	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	helps attract people to the the city centre
Financial inclusion	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Social (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Safeguarding children and adults	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<u>S17 crime and disorder act 1998</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Human Rights Act 1998	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Health and well being	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Impact			
Equality and diversity (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Relations between groups (cohesion)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The world market will bring a diverse mix of stalls from cultures around the world
Eliminating discrimination & harassment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Advancing equality of opportunity	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Environmental (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Transportation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Natural and built environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Waste minimisation & resource use	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pollution	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sustainable procurement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Energy and climate change	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(Please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Risk management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Recommendations from impact assessment
Positive
These markets will add to the entertainment offer for the olympic celebrations at no cost to the council.
Negative
Neutral
Issues