

Norwich City Council
SCRUTINY COMMITTEE

ITEM 7

REPORT for meeting to be held on 30 June 2016

Update on the Norwich market consultation

- Summary:** The scrutiny committee meeting of 30 June will be given an update on the consultation of Norwich market.
- To understand responses to the consultation on the market and understand how these responses have shaped the future strategy.
- Conclusions:** The report summarises the background to this topic and work currently being progressed to allow an initial discussion by the committee about areas they may wish to focus on in more detail and to come up with any initial suggestions.
- Recommendation:** To agree areas for further review and any initial recommendations.
- Contact Officer** Adrian Akester – Head of citywide services **01603 212331**

Related documents: Norwich Market Consultation

https://www.norwich.gov.uk/downloads/file/2631/norwich_market_consultation_outline

Report

1. The proposed work on Norwich Market is supported by the council's Corporate Plan 2015-20.
2. The market consultation ran for eight weeks; opening on Thursday 4 February 2016 to Thursday 31 March 2016.
3. The purpose of this consultation was to seek the views of a range of stakeholders on the essential aspects of how we plan to move forward with our strategy in the short, medium, and long term.
4. The presentation by the head of citywide services about the market consultation can be found in appendix A.



Norwich Market 10 year strategy

Scrutiny Committee 30 June 2016

Adrian Akester Head of Citywide Services

Background

- The Norwich market was refurbished in 2006.
- The management of the market was transferred from asset and city management to Citywide Services in 2011.
- A full internal audit of the market's operational and managerial procedures was carried out in 2011 and the recommendations implemented.
- New leases have been issued in 2013 to replace the majority of the existing ones which had expired and the few leases still current will be renewed on expiry of their 5 year period.
- The new lease conditions address the management issues identified in the above audit.
- The refurbished market was designed to be maintenance free, albeit almost immediately it reopened issues arose regarding its structure and functional operation.
- The market is designed on a grid layout with three rental zones.

Current position

- The consultation on the draft 10 year strategy for Norwich Market has been completed and the full responses are available on the council's website
- **Key focus points from the public:** better cleanliness, better signage and information, more dwelling areas, occupation of vacant stalls, themed markets with 'pop-up' stalls
- Additionally:
 - 57% supported extended opening hours including weekends
 - 76% supported a more flexible balance of goods policy specifically specialist food outlets
- **Key focus points from the traders:** simpler more transparent charging system for rents and services, new hot food offer, broader range of goods, reduction of obstructions and clutter, more active and transparent market management and decision making
- Additionally:
 - 74% supported regulation of balance of goods for sale
 - 21% were interested in some form of business support
- The responses from the public and traders has been used to “reshape” the focus of the strategy.
- Corporate Leadership Team endorsed and signed off the strategy on 8 June 2016

- From the above, the current focus of the strategy is:
 - **Cleaning of the stalls** – The stall, canopies and awnings have been cleaned; annual programme in place
 - **Market Manager** – Two temporary market managers have been appointed; both in post by July
 - **Signage/information** – Replacement updated signage is in place and an information leaflet is available for the public
 - **Promotion of the market** – Market has been heavily promoted through the media
- The Norwich Market Traders' Association (NMTA) has been formed; first meeting held in April and the next meeting July

- The NMTA have considered and prioritised their favoured rejuvenation actions:
 - **Cleaner/refurbished toilets** – *Refurbishment is in the capital budget*
 - **Incentives for new and existing traders** – *Draft options are to be prepared and discussed with NMTA*
 - **Trader control of canopies** – *Quotes are being obtained for replacing the cross-aisle canopies*
 - **Better lighting for the winter** – *This will be reviewed*
 - **Seating /stall along the back row** – *This is part of the following two items*
 - **Defined business recruitment policy** - *Draft options are to be prepared and discussed with NMTA*
 - **Improved balance of goods policy** - *Draft options are to be prepared and discussed with NMTA*
- The rejuvenation of Norwich Market will be progressed in accordance with the timeline detailed in the strategy document
- **The council is working collaboratively with the NMTA, in making decisions and focusing initially on the agreed priorities above**