

# NEWARK TOWN COUNCIL

Town Hall, Market Place, Newark, Nottinghamshire, NG24 1DU

Tel: 01636 680 333 ~ Fax: 01636 680 350

Email: [post@newark.gov.uk](mailto:post@newark.gov.uk) ~ Website: [www.newark.gov.uk](http://www.newark.gov.uk)

## DEVOLVED SERVICES COMMITTEE MINUTES

Minutes of the Meeting of the Devolved Services Committee held on Monday 7<sup>th</sup> September 2015, in the Council Chamber at the Town Hall.

<b>Membership Present:</b>	<b>Councillor</b>	<b>D Lloyd (in the Chair)</b>
	Councillors	R A Crowe Mrs G Dawn (A) P Duncan (Vice-Chairman) K Girling (Ap) D Hyde D Jones
<b>In attendance:</b>	<b>Councillors</b>	M Cleasby, M G Cope, L Goff, A C Roberts MBE, M Skinner, R Williams
<b>Apologies for Absence</b>	<b>Councillors</b>	Mrs C Barker-Powell Mrs I Brown Mrs R Crowe K Girling
<b>Officers Present:</b>	<b>Town Clerk</b>	Alan Mellor
	<b>Markets &amp; Car Parking Business Manager</b>	Ian Harrison
<b>Taking Notes:</b>		Helen Crossland
	There were no members of the public present.	
<b>Venue:</b>	Council Chamber, Town Hall	

Prior to the start of the formal Committee Meeting there was a presentation on the overall Devolved Services Agreement; all Members present are shown above.

The Town Clerk gave a presentation to give the background and context of the Devolved Services Project from its initiation, through to the transfer on 1<sup>st</sup> April of this year (2015). This was particularly for the newer Members of the Council who were not previously in post in the early stages of this project.

## **DVS01/15/16 Terms of Reference, Work Plan & Meeting Dates**

- (i) Members **AGREED** the Terms of Reference for the Devolved Services Committee as in the Agenda report.
- (ii) Members also **AGREED** to follow the work plan as in the Agenda report.
- (iii) Members **AGREED** that the date of the next meeting would be Monday 28<sup>th</sup> September at 6.30pm.

The Chairman and the Town Clerk will meet to discuss future dates in the meantime, as not all Members of the Committee can attend on a Monday evening.

## **DVS02/15/16 Newark Market Presentation**

The Markets & Car Parking Business Manager (IH) gave his presentation to the Committee.

A copy of the presentation is attached as Appendix 1 to these Minutes and all Members were given a pack of supporting information.

There was then an opportunity for Members to ask questions.

Electricity; IH said that he would like to see 20 pitches able to have a 240 volt supply. This would depend on where the pitches were situated – possibly just around the outside of the Market area.

Discussion followed with regard to some of the shops on the Starbucks side of the Market Place having catering vans and other pitches immediately in front of their shops. It was thought that this may be why some of the retail units on that side fail.

Starbucks frontage – this is where the electricity is available.

The Town Clerk said that it would potentially improve the Market if outside eating seating areas could be developed adjoined the premises that owned them.

Cllr Duncan said that he was not trying to get rid of the caterers, just to relocate them from the prime part of the Market Place.

IH talked about the inter-dependability of stall and pitch holders and the rate of footfall that can be achieved.

IH spoke of his frustration that sometimes there are as many of 3 separate lots of 'chuggers' working along Stodman Street; on occasion he has rented a space to these charities – this has seemed to work so far.

The Town Clerk said that he thought that the marketing and promotion of the Market should be in the context of promoting Newark as a destination to visit and should be co-ordinated with other organisations that have a shared interest in boosting visitor numbers.

On the final page of the presentation, there was a picture of the state of the road/path immediately outside of the Town Hall. Cllr T Roberts agreed to raise this with the Highway Officers at Nottinghamshire County Council.

There was a brief discussion about access for the disabled. Cllr D Jones said that this should be borne in mind when thinking about repairing the path/road immediately outside of the Town Hall steps.

The Town Clerk reported that he had been talking to the lease holders with regard to disabled access and had requested that some options of how it can be improved are developed soon.

Revised layout of the market stalls was also discussed as a possibility. Many traders felt that the centre of the market place was a 'dead area'; it was suggested that this area is taken away as a trading area, and it be made a focal point – it could even have a seating area there.

Cllr D Lloyd asked the Town Clerk and IH to work on putting forward some plans for a 'Town Centre Team/Manager'. In addition he raised the potential for creating a Business Improvement District (BID) which would enable a wider input from businesses in the promotion of Newark as a destination and enabling further improvements to the environment within the town centre.

Cllr Lloyd also thought that the Business Improvement Officer from the District Council should look at signage, which is not very good. He would set up a meeting with the Officer, possibly a representative of the Civic Trust and the Town Clerk to look at this.

Mention had been made of a 'calendar of events' – the Town Clerk informed Members that this is included on a report to the next Environment & Leisure Committee.

IH was asked to look at some options and costs for electricity in the Market Place and possible reconfiguration of the Market layout and report back to this Committee.

Market trader consultations – the Town Clerk said the every effort should be made to find some way of getting proper talks with the traders in order to avoid possible conflict and future confrontations with regard to any decisions made about Newark Market.

IH asked if the Committee wanted to look at levels of rent; the Town Clerk pointed out that this could be left until January of next year and it was agreed to leave it for now.

The following actions were agreed:

- (i) Town Clerk and Ian Harrison to investigate the extension of 240 volt electricity supply to more market stalls,
- (ii) Town Clerk and Ian Harrison to submit proposals for the creation of a 'Town Team' group which would provide a mechanism for a more cohesive approach to the promotion and marketing of the market together with other attractions within the town,
- (iii) Town Clerk to investigate the possibility of creating a Business Improvement District for Newark,
- (iv) Town Clerk and Ian Harrison to investigate possible options for introducing different stalls layout,
- (v) Town Clerk and Ian Harrison to submit proposals for a Market Promotion and marketing strategy.

#### **DVS03/15/16 Newark Market Budgets**

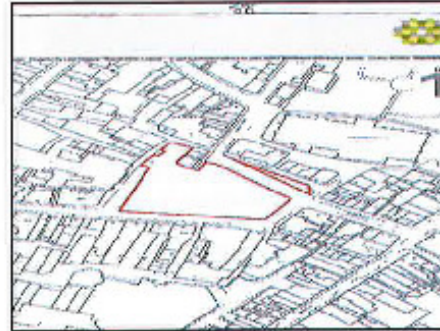
- (i) Members **NOTED** the changes to the approved revenue budget as outlined in the report.
- (ii) Members **NOTED** the Markets Management SLA budget.
- (iii) Members **AGREED** to recommend to the Town Council that £22,500 of repairs to the Market Place be met from useable Capital Receipts in the 2015/16 financial year.
- (iv) Members **AGREED** to suspend Standing Order 37 (2) for the repair work required to the cobbles in the Market Place, as noted in the report.

Discussion followed regarding the length of time for the SLA; there is a six month notice period.

This means that this time next year, a decision needs to be made about the future management of Newark Market.

<b>Meeting Closed:</b>	<b>9.25pm</b>	<b>Next Meeting:</b>	<b>Monday 28<sup>th</sup> September 2015</b>
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04/09/2015



### Newark Royal Market

- Held here since 12th century
- Royal Charters in 1329 and 1549
- 5 markets per week
- Nationally... Challenging times for markets
- Supermarkets, out of town and on line retail offer + shopping behavioural changes
- Customers from locality and surrounding villages plus Lincoln, Mansfield, Ollerton, Grantham and Stamford + some coach trips

### Newark Royal Market

- c.100 licensed and 30 casual traders each week
- Royal Traders from 50 mile radius of Newark
- Fruit and veg, meat, bread, fish, cakes, clothes, pies, cheese, eggs, fishing tackle, pet foods, shoes, toys, ladders, fish on accessories, crafts, refreshments, promotional stalls, charity stalls - good diverse range
- Foodfall is Key!!

NEWARK ROYAL MARKET TOLLS INCOME	
2010/11	338,870
2011/12	340,400
2012/13	316,810
2013/14	326,830
2014/15	298,810
2015/16	291,213
2016/17	303,666
2017/18	101,991 (6 months)

Current weekly income profile - 17-23/8/2015

Category	Number of stalls	Area (sqm)	Rate per sqm	Total	Sub-Category
Market	0	142,500 (50)	154.68	22,050,000	54% income
Market	24	24	24	576	
Produce	1,625 (20)	1,625 (20)	107.18	174,100,000	72% income
Produce	0	1,625 (20)	107.18	174,100,000	45% total
Fish	1,625 (20)	1,625 (20)	172.70	280,725,000	54% income
Produce	1,625 (20)	1,625 (20)	107.18	174,100,000	72% total

### Electricity

- 110v on inner market place for stall lighting (Sep- March)
- Only 6 240v outlets- Starbucks side
- Farmers market inability to chill/cool
- Power hubs installed at Bridge Street and Stodman Street
- Additional fee charged for electricity
- Restrictions on generators

### Market days

- Monday: Antiques and collectors - 25/35 stalls/pitches
- Wednesday: General - 00 stalls/pitches
- Thursday: 25/30 stalls/pitches
- Friday: General 30/40 stalls/pitches
- Saturday: general 80-100 stalls / pitches

All markets start at 09:00 and close at 25:30pm

### Special markets

- Farmers market - first Wed in month
- Bank holiday antique and collectors x 4
- Monthly ant/collectors add on to Saturday market using empty stalls near to Queens Head
- Newark Festival- crafts and food
- Xmas Lights switch on- crafts/food and charity
- Italian continents street markets
- Traditional XMAS market - 13<sup>th</sup> Dec 12 noon to 7:30

Ambitions: A destination and experience market

### More than a shopping trip



### Previous Special events

- Fairs and carnivals
- BBC It's a k/o
- Motor shows
- Hot air balloons
- Pancake races
- Half marathon

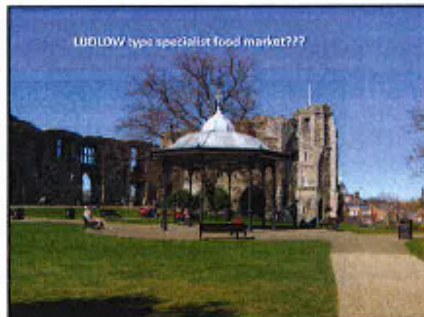


### Potential special events

- Drive in movies
- Music concerts
- Drums
- School events
- Newark "beach"
- Coaching clinics/clinics
- Exhibitions
- "Rocky" film days
- Specialist markets

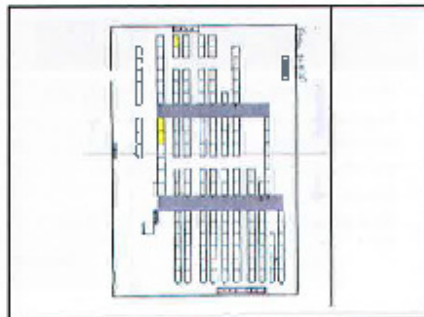






### Stall layout

- 128 stalls
- Compressed market layout on Mondays, Thurs and Fridays
- 62 permanent stalls
- 66 pop ups- erected for Wed and Sat markets
- Contract- £61,579 (£125,000)
- Farmers market- 1st wed in month
- Ability to clear permanent stalls- £700 per event



### Pitches

- Catering (two vans and seating)
- Promotions eg: talk talk, Sky Tv, Guide dogs for the blind
- Fish vans
- Meat van
- Birds of prey
- Starbucks- frontage = £1665 pa
- Coach companies
- Buskers encouraged

### Licensed stall holders

- Reduced rent for one and multiple stalls
- Licensed for specified goods
- Rights of same size/pitch occupancy
- If absent- trader must still pay
- 3 days holiday per annum £4 rate rent + re-let trader fee
- Non "holiday" absence £8 + re-let fee
- Licences were much desired 20 years ago when demand for stalls was high

### Casual traders

- Still have to register with Council
- No rights of tenure
- Stall allocated on each market start and priority given on time served basis
- Much fewer number than 20 years ago
- Seasonal demand, eg: Xmas, Valentines etc
- need for policy to avoid anti competitive challenges- (see page 100)

### Types of goods

- Previously the Council had a right to prevent trading of too many of one commodity to ensure diversity and attractiveness of market
- 5 for full Wed and Sat, 3 for smaller Friday market
- *European services Directive to allow unlicensed street trading and to remove restrictions on number of traders of same type*
- *Challenges can be discounted with a "tenant mix policy" - need Council agreement.*

### Rents

- Set and reviewed each yr previously by NSDC at budget prep time- 4 weeks consultation
- Charging policy in Members pack
- Largely unchanged since 2011 (Wed + Fri and Sat/Sun/seasonal)
- Wed + Sat (licensed) - £20. Casual £25/£22
- Friday (licensed) - £16. casual £15
- Mon and Thur - £15.00
- Some historical discounts on multiple stalls exist
- Trading for many is hard
- Premium rents charged for special markets and on Station Street and Bridge Street

### Rent comparisons

	Licensed	Casual
<b>Neosark</b>	<b>£20</b>	<b>£25</b>
Roarke	£19	£20.70
Grantham	£21.50	£24.50
Stamford	£23.50	£25.00
Worsop	£16.50	£18.00
Retford	£17.50	£20.50
Manfield	£20	£20
Gainsborough	£17.50	£17.50
Market Harborough	£21	£23

### Market Review- 2011

- NSDC Committee visited several other markets
- Proposed new tariff structure to reward licensed traders
- Considered various delivery models
- Agreed new strategy required
- Strategy agreed with action plan in 2012 - see page 10

### SLA

- NSDC Management service until April 2017
- 6 months notice required
- Provide and manage all aspects of market
- Close liaison with Town Clerk
- Provision of weekly and 6 special markets
- Some costs met direct by TC - others within SLA fee.

### Market Management

- Promotion and marketing
- Trader registration, allocation of stalls
- Rent collection
- Liaison with traders including periodic meetings
- Trader disputes and customer complaints
- Management of stall protection contract - stall layouts, weather- wind- additional measures
- Daily management inc. impediments, disputes, accidents, access inc bollard operation - (nsdc role) assists market operation- 10am until 4pm)



### Performance- influences

- See performance report/r pack

**Influences:**

The diagram shows a central blue circle representing 'Performance' or 'Influences'. It is surrounded by eight arrows pointing towards it, each labeled with a factor: Customer purchasing behaviour, Site design, weather, facilities, Marketing and promotion, Quality of goods, The Procurement Management, Contract terms, and Health and safety and Loss control management.

### Market place asset condition

- See report in pack, some minor areas undertaken.
- Recent survey and revision of repair summary confirms:
- 280sq mtrs total requires repair/regrouting to provide a safe and serviceable market place
- 250sq mtrs x £50 per sq mtr (estimate) = £12,500
- No further work should be necessary through wear and tear for at least 3 years
- Surface subject to occasional damage by HGVs
- Repairs will require scheduling around markets and trailer positions

### Market stalls

- Permanent = 70 (£900 inc canopy each)
- Pup up's = 150 (66 required for market)
- Some ongoing maintenance / repair included in erection contract
- Above 2 hrs per month- contract offers £15 per hr plus parts but using existing surplus pup ups for parts.
- Canopies (permanent stalls) £170 each

### Market health check

- Undertaken by Sheffield City Council Markets management
- A good market!!
- But... Town Signage and promotion of market place is weak
- Trader representation and consultation
- See Performance indicators- pack

### Promotion and marketing

- Facebook and twitter
- Market trader and coach tours magazines
- Regional and local journals/newspapers
- Banners- Liverpool market
- More signage- Newark Town Centre
- Client email- trader database
- Local radio
- Street entertainment
- Needs to be a holistic approach -Part of Newark branding "Historic market town"

### Short term decisions?

- Repairs to Market Place
- Promotion and marketing strategy review and budget allocation
- Tenant mix/Balance of trade policy
- Stall and pitch rent, review for 2016
- Calendar of events for 2016

### Long term decisions

- Management – in house?
  - By SLA to NSDC
  - Private operator
  - Mixed
- Design of market layout/accommodation of fixed food hub/market days and type
- Event programme for market place
- Town Centre management- holistic approach

### The good



### The bad



### The ugly

