

15 October 2014

Business and Town Centres Committee

Alternative Markets for Brentwood

Report of: *Elaine Richardson, Town Centre Development Co-ordinator*

Wards Affected: *All*

This report is: *Public document*

1. Executive Summary

- 1.1 To provide Members with an update on research into the provision of new types of market for Brentwood which would enhance the Borough's attractions, including a night time market, teenage market and continental style or Christmas market. This was requested by Members at the Business and Town Centres Committee held on 16 July 2014.

2. Recommendations

Members agree to:-

- 2.1 Support the introduction of Teenage Markets.**
- 2.2 Recommend to Licensing Committee a concessionary license fee for teenage market stalls of £5.00 and to review after the market has been in operation for a period of nine months.**
- 2.3 Support the introduction of an Evening Market linked to night time economy promotional events.**
- 2.4 Investigate holding a German/Continental style Christmas market for 2015.**

3. Introduction and Background

- 3.1 A two year license for Essex Farmers Market to operate a weekly Friday and Saturday Market in Brentwood High Street was agreed at the Business and Town Centres Committee 16 July 2014. The new Friday Market starts on 3rd October, with supporting publicity, and there is strong demand for stalls on this weekday.

- 3.2 The Crown Street Business Trade Cluster is also planning a weekly Saturday Crown Street Community Market from October, with 8 stalls, including some shared stalls, operated by McCarthy's Country Store Markets. This will focus on local crafts and produce to complement the High Street Market. Stalls will be set up in the pedestrianised area of Crown Street which will help support local shops and increase footfall in the locality and Town Centre generally. The market may be run on 28 days as a trial period, i.e. for over 6 months, by when planning permission will have been applied for and obtained. Permissions for market usage in the pedestrianised area are also being sought from Essex Highways.
- 3.3 Developing new niche market offerings would further benefit Brentwood with a likely increase in footfall to the permanent shops in the town and the interest that this would create, all helping to complement existing retailers and businesses. The Portas Review also supported street markets to help maintain a healthy shopping hub and provide a valuable addition to the local economy, with benefits including:
- Supporting the local economy, businesses and retailers by increasing footfall
 - Attracting new visitors, local residents and shoppers
 - Providing a trading opportunity for small local producers and crafts people
 - Complementing existing retailers and businesses by providing a diverse and original product offer
 - Creating an attractive, colourful and welcoming atmosphere for customers

Teenage Markets

- 3.4 Teenage Markets were created by teenage brothers in their hometown of Stockport in 2012 and became an instant hit with young people in the North West. The event quickly gained widespread media attention and received online backing and support from Mary Portas, who described the Teenage Market as 'game-changing'. They aim to attract visitors, develop skills, invest in new talent and create a new local economy, as well as making use of markets' role as a hub to promote strong, safe and prosperous communities.
- 3.5 As well as a retail offer, the markets include a performance element, giving a much needed platform for young people to showcase their unique skills and talents in areas like comedy, dance, drama and music. By

offering a free platform to specialist areas like catering, hairdressing, art, music and fashion, as well as young enterprise and fundraising schemes, students can gain valuable hands-on experience for their future careers.

- 3.6 Teenage markets tend to operate with the following trader categories: Art; Crafts and Stationery; Fashion; Food and Drink; Illustration and Design; Jewellery; Photography; T-shirts; Textiles and Vintage.
- 3.7 This fusion of creative retail and live performance creates a thriving, bustling marketplace which will act as a catalyst to attract a new generation of shoppers and visitors to the town centre.
- 3.8 Teenage markets currently operate in 8 towns and cities, plus London, including Croydon, Kettering, Middleton, Salisbury, Stockport, Sutton, Trowbridge and Wolverhampton. The aim is to spread the markets nationally.
- 3.9 Essex Farmers Markets have agreed to operate the market in the High Street or Crown Street. They are looking to trial the market on a Sunday in the pre-Christmas period after obtaining sufficient interest and commitment. They will be approaching local schools, colleges, universities, clubs and groups to offer students a chance to engage directly with their town centre. They have hosted a stall from Shenfield School on the High Street Market in previous Christmases, so have already established a relationship with the school.
- 3.10 The current license fee for a market stall is £20 per day. To facilitate the launch of this enterprise for young people, Members may wish to consider a reduced concessionary rate initially of £5 per stall. This has been reflected within the recommendations.

Evening Markets

- 3.11 These need further research as very few seem to operate other than in market towns such as Leamington Spa, which have a dedicated Market Square.
- 3.12 Discussions have, however, taken place with Crown Street, who would be the best location to host an evening market and are happy to support this. They have proposed an afternoon into evening market on a Thursday when they could ask their shops to open late, as they have previously done at Christmas.

- 3.13 An evening market in Crown Street could also be used to support an Alive After 5 evening event, tied in with supporting the night time economy and the quiet period between about 5pm and 8pm, after the shops shut.

Christmas and Continental Markets

- 3.14 Essex Farmers Markets are exploring several options as follows:-
- Approaching German style Christmas Market Operators with a view to a High Street Market for Christmas 2015, as early booking is required
 - Approaching continental style market operators e.g. French or Italian to supply a High Street Market at Christmas or other times of year. These are usually over three days, Friday to Sunday and would need to remove their stalls overnight. Additional space may be needed at the Bay Tree Centre
 - Adding additional Christmas Craft type stalls to the Friday and Saturday market, to give it more of a Christmas theme (Crown Street plan to open their Community Market daily in the week before Christmas)

4. Issue, Options and Analysis of Options

Teenage Markets

- 4.1 The Teenage Market organisation requests a license payment to run markets and benefit from their services, costing £750 for one year or £1,000 for two years, which provides the following:-
- A dedicated page on their website, which can be personalised for every event run
 - Access to an online portal to facilitate the process of creating, managing and promoting the market
 - Access to a comprehensive toolkit which shares advice and guidance
 - Access to a wide range of marketing templates, including their vibrant trademark branding
 - A national database of traders, performers and operators

Essex Farmers Markets are to contact Teenage Markets to establish the value and necessity of the license fee and whether, if needed, this could be solely or jointly funded with Renaissance Group.

- 4.2 There is limited public space for a performance area on the High Street and this may need to take place by the chapel ruins, with their permissions.

Night Time Markets

- 4.3 Brentwood's Market operators who were consulted on this type of market expressed a preference for this to be a food market, finish by 8pm and offer some form of entertainment. Evening markets would also support Brentwood's Night Time Economy and may encourage retailers to extend their opening hours to coincide with this.

Christmas Markets

- 4.4 This could prove difficult on the High Street with a limited number of 23 stalls available and the possible need to leave the stalls out overnight for up to about a week. These markets would also be subject to the same license fees.
- 4.5 Essex Farmers Market did not feel they could provide additional days at this time of year when all such stallholders are tied into their existing operation, but the Bay Tree Centre could be considered.
- 4.6 Christmas and continental style markets are better suited to a larger public area, which would have to be explored, perhaps as part of the William Hunter Way Development.

5 Reasons for Recommendation

- 5.1 Markets help to complement and enhance existing retailers and businesses, create interest and increased footfall in the town and provide an attractive, welcoming atmosphere for visitors and shoppers.

6 Consultation

- 6.1 Discussions have taken place with Essex Farmers Markets, McCarthy's Country Store Markets and the Crown Street Cluster Group.
- 6.2 This project helps the delivery of supporting the local economy, businesses and retailers by increasing footfall. The markets will also attract new visitors, local residents and shoppers, provide a trading opportunity for small local producers and crafts people and for young people in the case of the Teenage Markets. Markets also create an attractive, colourful and welcoming atmosphere for customers.

7 References to Corporate Priorities

- 7.1 ***A Prosperous Borough*** – Promoting a mixed economic base across the Borough, maximising opportunities in the town centres for retail.
- 7.2 ***A Modern Council*** – More commissioned and procured services from the commercial and community sector where it makes economic and strategic sense.

8 Implications

Financial Implications

Name & Title: Jo-Anne Ireland, Acting Chief Executive.

Tel & Email 01277 312712; jo-anne.ireland@brentwood.gov.uk

- 8.1 The market license fees are set on a cost recovery basis.

Legal Implications

Name & Title: Chris Potter, Monitoring Officer

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- 8.2 Any market operator will need to adhere to the Street & Market Trading Policy.

Other Implications (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

- 8.3 Market trading conditions are designed to protect people's health and safety.

9 Background Papers (include their location and identify whether any are exempt or protected by copyright)

None

10 Appendices to this report

None

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