



## **Haverhill Area Working Party 23 July 2009**

### **Friday Market Expansion into the High Street, Haverhill**

#### **1. Purpose of the Report**

- 1.1 The purpose of the report is for the Haverhill Area Working Party to consider a proposal to expand the current Friday market in Haverhill by extending it into the High Street.**

#### **2. Background**

- 2.1 The current Friday market takes place in the dedicated market square at Peas Market Hill, whilst the Saturday market takes place in the Peas Market Hill and the High Street, which is closed to all through traffic (other than emergency vehicles) during this time.
- 2.2 The Friday market can only accommodate a fixed number of stalls due to the constraints of the available space on the market square and therefore has less appeal to customers and traders than the Saturday market.
- 2.3 Existing permanent Friday market traders have given feedback that the Friday market is less financially viable than the Saturday market and this is giving cause for concern about the long-term viability of the Friday market.
- 2.4 Revenue derived from stall rents from the Friday market is decreasing whilst the Saturday market revenue has seen a slight increase. The total footage sold on Fridays from November 2007 to June 2008 was 11,185 and the same period in 2008 to 2009 was 10,411 which equates to a 7% decrease, whereas the footage sold for the Saturday market has seen a 0.5% increase in the same period.
- 2.5 There are fewer Friday markets in the region and it is felt that the Haverhill Friday market has the potential to attract additional traders from other markets and new traders looking for opportunities to trade.

#### **3. Proposal**

- 3.1 It is proposed that the Friday market mirrors the Saturday market layout by locating stalls along the High Street as well as the existing market square on the area opposite Peacocks/Argos.

- 3.2 In order to locate the Friday market into the High Street, an amendment to the current High Street traffic restrictions would be needed, as there are currently more exemptions for access on Friday. Suffolk County Council would pursue these changes as part of the planned changes to the town centre Traffic Regulation Orders (TROs) that it has been discussing locally. There will also need to be consultation with traders and residents in the High Street about these changes.

#### **4. Issues**

- 4.1 A number of issues and implications need to be considered before a change of location is introduced.
- 4.2 Although the County Council is pursuing changes to the TROs in the High Street, access to Quakers Lane and to an exit through the Town Hall Car park will need to be provided, to allow deliveries to local businesses to exit from Market Hill. Some minor engineering works will need to be undertaken to achieve this, which could be funded from the Haverhill Masterplan (revenue) Reserve Fund.
- 4.3 Occupation of the market square by stalls will continue in order to create a link between the High Street and Queen Street. The precise layout and location of stalls in the extended market area in the High Street is being discussed with the traders but they have indicated their support for this proposal.
- 4.4 A removable barrier would be installed and used on Fridays at the closure point on the High Street, near to Quakers Lane to allow market officers to manage vehicular access to the High Street whilst allowing trader vehicle access at set up and pack down times.
- 4.5 There will need to be restrictions on the access to the High Street (from the junction with Quakers Lane onwards) on Fridays to facilitate this proposal. Delivery vehicles and market traders will be allowed controlled access to the High Street from 6.00 am to 10.00 am. Market traders and Waste Management vehicles will again be allowed controlled access for packing up and cleansing before the road re-opens at 6.00 pm.

#### **5. Consultation**

- 5.1 It will be necessary to consult Haverhill Town Council, the local community, and both businesses and residents of the High Street about these proposals, in order that any concerns they may have can be understood and addressed. A parallel consultation will be required for the introduction of the necessary TRO and the County Council will undertake this.
- 5.2 If the proposal were accepted, it is proposed that consultation to the local community would take place over a four-week period starting early August 2009. The wider TRO amendment would take approximately six weeks. If these consultations were made simultaneously and there is support for the scheme the target date for implementation would be around the end of September 2009.

- 5.3 A further report will be brought to the Working Party with the outcome of the consultation exercise for Members to consider before implementation goes ahead.

## **6. Financial Implications**

- 6.1 The main costs for this proposal are linked to the engineering works to deliver the access to the car park from Quakers Lane; these are estimated at approximately £4,000. Members should note that these changes were always envisaged as being undertaken to open up an alternative exit from the Market Hill area, rather than the High Street so will have wider benefits than just on Fridays.
- 6.2 Suffolk County Council will pursue the consultation and TRO amendment and it has indicated that it will fund the TRO amendment. A temporary barrier for access control will cost approximately £600.
- 6.3 Early indications are that the market will attract more traders and it is hoped that, in the longer term, this will lead to an increase in rental income of around 10% each year.

## **7. Recommendations**

- 7.1 It is **RECOMMENDED** that:-
- (1) the Haverhill Area Working Party supports the proposal to expand the Friday market to the High Street;
  - (2) the officers undertake consultations, detailed in paragraph 5.1 of Report A133 and following the outcome of the consultation, a further report be brought back to the Working Party before the proposal proceeds;
  - (3) Suffolk County Council be approached to undertake necessary amendments to the current Traffic Regulation Order (TRO) applicable to the High Street as part of its current consultations on changes to traffic restrictions in the town centre, as detailed in 3.2 of Report A133; and
  - (4)
    - (a) engineering works be undertaken to make the necessary alterations to the entrance to the Town Hall car park from Quakers Lane; and
    - (b) the engineering works, estimated at approximately £4,000, be funded from the Haverhill Masterplan (revenue) Reserve Fund.

For further information, please contact:-

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