



Haverhill Area Working Party 10 December 2009

Review of Markets

1. Summary and Reasons for Recommendation

1.1 In order for the provision markets at both Bury St Edmunds and Haverhill to continue to be successful it would be appropriate at this time to identify the vision and aspirations of all stakeholders and agree a way to achieve these.

1.2 A report which contained the recommendations of the Bury St Edmunds Area Working Party in respect of this issue, was submitted to Cabinet on 2 December 2009 (Report A363 refers) where the following was resolved:-

- '(1) The review of markets be undertaken;*
- (2) the National Association of British Markets Authorities be appointed to undertake a review and, following consultations, make recommendations for future service delivery; and*
- (3) the appointment of the National Association of British Markets Authorities without compliance with Contract Procedure Rules, as contained within the Council's Constitution, be approved as an exemption under paragraph 2.2(iii) as the services are of a specialised nature.'*

2. Recommendation

2.1 It is **RECOMMENDED** that the contents of this report be noted.

3. Corporate Objectives

3.1 The recommendation meets the following, as contained within the Corporate Plan:-

- (a) Corporate Priority 1: *'raising corporate standards and efficiency'; and*
- (b) Cabinet Commitments: *'to improve efficiency and to promote viability and vitality of provisions market'.*

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<p>4. Key Issues</p> <p>4.1 The provision markets in both Bury St Edmunds and Haverhill have proved both popular and successful over many years however for a number of reasons now would be an opportune moment to review the overall vision for the markets going forward.</p> <p>4.2 The markets are performing strongly compared to others in the region, take up of available space is only slightly down on peak trading, for example it is approximately 4.5% down compared to a peak in 2005/2006 at Bury St Edmunds.</p> <p>4.3 Proposals to provide positive support for the market at Haverhill, by way of an extension into the High Street on Fridays, are currently being consulted on with the intention that this will give the market the opportunity to grow and develop.</p> <p>4.4 Three of the four staff directly involved in the markets service are approaching retirement age so we have the opportunity both to review structures and decide where the service delivery best sits.</p> <p>4.5 It would be appropriate to bring in additional expertise in order to add experience and value to the review. The National Association of British Markets Authorities (of which St Edmundsbury is a member) offer consultancy services in market reviews and given the specialised nature of this work and their proven track record are recommended for appointment.</p>
<p>5. Other Options Considered</p> <p>5.1 Continue providing the service as currently exists Whilst this may be successful in the short term, the overall long term viability of the service may be damaged and an opportunity to offer an enhanced and more attractive service will be missed.</p> <p>5.2 Review the service in house Whilst there are undoubtedly significant skills in relation to re-engineering processes and undertaking consultations there is limited expertise into current market trends across the country and looking to the future in market provision.</p>
<p>6. Community impact <i>(including Section 17 of the Crime and Disorder Act 1998 and diversity issues)</i></p> <p>6.1 <u>General</u></p> <p>6.1.1 A successful market is an important service for the community.</p> <p>6.2 <u>Diversity</u></p> <p>6.2.1 Not applicable.</p>
<p>7. Sustainability Impact <i>(including environmental or social impact on the local area or beyond the Borough)</i></p> <p>7.1 The continued success of the markets in both towns is important as it acts not only as a service in its own right with a diverse range of produce and goods on offer, but it also acts as a focal point bringing considerable numbers of public to the towns which in turn support other retailers and service providers.</p>

8. Consultation																												
8.1 For this review to be successful it is important that consultation with market traders, users of the service together with non users, chambers of commerce, Town Centre Management and Town Councils together with members and officers are undertaken.																												
9. Resource implications <i>(including asset management implications)</i>																												
9.1 The appointment of a consultant to undertake this work for both markets is approximately £6,000 and this will be funded from the earmarked reserves.																												
10. Risk Assessment <i>(potential hazards or opportunities affecting corporate, service or project objectives)</i>																												
10.1 Risk assessment will form part of any review of the markets service provision																												
<table border="1"> <thead> <tr> <th>Risk area</th> <th>Inherent level of Risk (before controls)</th> <th>Controls</th> <th>Residual Risk (after controls)</th> </tr> </thead> <tbody> <tr> <td></td> <td>High/Medium/Low</td> <td></td> <td>High/Medium/Low</td> </tr> <tr> <td>Difficulty in maintaining a vibrant market with knock on effect to other retailers</td> <td>Medium</td> <td>Undertake review of service provision and develop vision for future and action plan</td> <td>Low</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Risk area	Inherent level of Risk (before controls)	Controls	Residual Risk (after controls)		High/Medium/Low		High/Medium/Low	Difficulty in maintaining a vibrant market with knock on effect to other retailers	Medium	Undertake review of service provision and develop vision for future and action plan	Low																
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11. Legal or policy implications
11.1 There are no legal implications at present but it is expected they will become apparent after the review.

Wards affected	All	Portfolio Holders	Economy and Asset Management Haverhill and Housing
Background Papers		Subject Area	Economy