

**Suggestion for Scrutiny Work Programme Form
 (To be considered by the Overview and Scrutiny Committee)**

Suggestion from:
Councillor Ian Shipp

What would you like to suggest for investigation / review?
<p>To review the operation of West Suffolk markets, to include the day to day management, strategic management and objectives of West Suffolk’s markets:</p> <p>How are they managed. Where does the responsibility for the operation and strategic direction lay and is this successful. Who takes day to day decisions re the operations. What are the current policies under which we operate our markets. Need to carry out a SWOT analysis. Investigate best practice in market strategy. Seek future opportunities re delivery and management of markets. What are traders priorities. What are shoppers priorities. How do we measure success?</p>

What are the main issues / concerns to be considered?
<p>The future viability of our markets The future operations and strategic ambitions of markets Future development of markets Determine service responsibility for operations and strategic delivery of markets</p>

Who is responsible for providing this service, or tackling the issue in question?
<p>West Suffolk Council is responsible for management and delivery of markets within the West Suffolk. Responsibility is divided between two portfolio areas of responsibility:</p> <ul style="list-style-type: none"> • Strategic oversight is provided by the Growth portfolio, led by Councillor Susan Glossop and the Assistant Director (Growth) • Operational responsibility is provided by the Operations portfolio, led by Councillor Peter Stevens and the Assistant Director (Operations)

Have you spoken to them, and if so, what was the response?

A meeting was held with the Portfolio Holders and Assistant Directors on 9 October. The proposed review was generally supported. The following key points were raised:

- It is important to focus the review on the strategic future of the markets in West Suffolk
- The timing of the review is a key concern at present. The pandemic means it is more challenging to take a strategic perspective given the uncertain future of the retail economy and the need to support covid-19 response work across the Council.
- It would be helpful to research recognised best practice and successful markets in other areas of the country.
- Proposals raised through the review would need to be sustainable and lasting, striking a balance between the different local economic conditions at each market and the benefits of shared branding / ethos / marketing
- The review needs to engage with work ongoing by other groups (such as Haverhill Masterplan working group) along with relevant Town and Parish Councils
- The Portfolio Holders identified they would be receptive to receiving interim reports or emerging recommendations from the working group to discuss

What is the Portfolio Holders view on this issue?

See above

What would be the likely benefits and outcomes of carrying out this investigation / review?

Help provide a clear future for our markets delivery.
Offer differing service delivery options.
Offer strategic delivery options.
Help secure a long term and prosperous delivery of markets in West Suffolk.
Offer local delivery options.

Estimated Committee and officer resource implications (eg research group, one-off report, dedicated meeting etc)

Given the concerns raised above regarding the timing of the review, it is proposed to present formal terms of reference for the review to the Overview and Scrutiny Committee in March 2021 which will provide further information regarding level of resource commitment. It is anticipated that as a minimum:

- A review group will be formed of members, which will require support from the democratic services, growth and operations teams.
- Research in best practice and engagement with key stakeholders will be undertaken, which may require support from the policy team in addition to the teams above.

Suggested witnesses, documentation and consultation	
This will be further developed in the terms of reference, but engagement is likely to include:	
<ul style="list-style-type: none"> • Clients • Providers/traders • Staff/services • Other market operators • Other relevant organisations / groups (such as Town Councils, BIDs etc) • All members 	
Will this investigation / review contribute to one or more of the Council's Strategic Priorities? If so, which (please tick)	
Growth in West Suffolk's economy for the benefit of all our residents and UK plc	Yes
Resilient families and communities that are healthy and active.	Yes
Increased and improved provision of appropriate housing in West Suffolk in both our towns and rural areas.	No

Will this investigation / review contribute to the achievement of one or more of the commitments within the Council's West Suffolk Strategic Framework 2020-2024 Priorities? If so, which (please tick)	
Growth in West Suffolk's economy for the benefit of all our residents and UK plc.	
1. Encourage economic growth in West Suffolk that benefits our local economy, our workforce, our families and communities and our global and local environments in particular by tackling climate change.	Yes
2. Secure improve infrastructure and facilities to support new and existing communities.	Yes
3. Invest in our towns, villages and countryside areas by building their unique strengths	Yes
Resilient families and communities that are healthy and active:	
1. Support communities to fulfil their ambitions so as to improve the lives of residents and the local environment.	Yes
2. Work with partners to build resilience in families and communities, so that problems can be prevented at the earliest opportunity.	No
3. Use our community, leisure public open space, countryside and heritage assets so that they give maximum benefit to West Suffolk communities.	Yes
Increased and improved provision of appropriate housing in West Suffolk in both our towns and rural areas:	
1. Ensure a variety of new housing is provided in appropriate locations, that meets the needs of current and future generations.	No
2. Improve the quality of housing and the local environment for our residents.	
3. Support people to access suitable housing, including by working in partnership to addresses their wider needs.	

Will this investigation hit one of the essential elements of a scrutiny review when analysing potential scrutiny reviews? If so, which (please tick)	
Public Interest: The concerns of local people should influence the issues chosen by overview and scrutiny.	Yes
Impact (Value): Priority should be given to issues that make the biggest difference to the social, economic and environmental wellbeing of the area, and which have the potential to make recommendations which could lead to real improvements. The outcome must also be proportionate to the cost of carrying out the review in terms of staff and councillor time.	Yes
Relevance: Overview and scrutiny must be satisfied that an issue identified for review is relevant and does not duplicate existing work being undertaken elsewhere by various Working Groups, Cabinet, partners etc.	Yes
Partnership working or external scrutiny: The focus of scrutiny is moving towards joint action and community leadership, so anything which offers this opportunity should be given serious consideration.	Yes

Would you like to be involved in the investigation / review?	
Yes	
(original) Date of request: 20/08/2020	Signed I Shipp

Please return this form to the:

Democratic Services Officer (Scrutiny), West Suffolk Council, College Heath Road, Mildenhall, Suffolk, IP28 7EY

Email: Christine.brain@westsuffolk.gov.uk

Update: February 2018 (Revised West Suffolk Strategic Framework 2018-2020)

Update: 1 April 2019 (New Logo – West Suffolk Council)

Update: February 2020 (Revised West Suffolk Strategic Framework 2020-2024)