

FOR PUBLICATION

OUTSIDE MARKET RECONFIGURATION

MEETING:	COMMUNITY, CUSTOMERS AND ORGANISATIONAL SCRUTINY COMMITTEE
DATE:	16 APRIL 2014
REPORT BY:	CULTURAL AND VISITOR SERVICES MANAGER
WARD:	ALL
KEY DECISION REFERENCE (IF APPLICABLE):	N/A

FOR PUBLICATION

BACKGROUND PAPERS Reports to Scrutiny Committee on 20 November
FOR PUBLIC REPORTS: 2014 and to Council on 17 December 2014

1.0 PURPOSE OF REPORT

- 1.1 To provide a progress report on the delivery of a feasibility study on Chesterfield's outdoor market. The purpose of the study is to analyse the existing operation and present a number of possible development options, with costs, which will make the market a more attractive location for both traders and shoppers and help to provide it with a sustainable future.
- 1.2 To consult the committee for its views on how to improve the outdoor market, as part of the wider public consultation process.

2.0 RECOMMENDATION

- 2.1 To consider the progress report and information received, and provide views as part of the wider consultation process.

3.0 BACKGROUND

- 3.1 A report was received and considered by this Scrutiny Committee on 20 November 2014 which outlined the issues that inhibit the development of the open air market, explained the importance of the market to the development of Chesterfield and identified the need for a feasibility study to be undertaken.
- 3.2 In December 2014 Council approved the allocation £15,000 from the Service Improvement Fund to appoint consultants to undertake a feasibility study and provide options, with estimated costs, for the redesign and upgrade of the Market Place.

4.0 PUBLIC CONSULTATION

- 4.1 Following a competitive tendering process, in accordance with the council's procurement policy, the IBI Group were appointed the consultants for the market reconfiguration project. They have considerable experience in the design and delivery of successful market developments, particularly when located in conservation areas. They also have a good understanding of the complex social and retail components that are required to deliver a vibrant and economically sustainable market.
- 4.2 On appointment in February 2015 they conducted a desk top analysis of the current operation of the market and its topographical layout. An engagement plan was also agreed which aims to establish key principles and priorities which the final development proposals need to address.
- 4.3 Focus groups were arranged for the flea and general market traders, respectively, on 19 and 20 March 2015 and the Chesterfield Town Centre Forum on 24 March 2015. The Equality and Diversity Forum were also consulted on 24 March. A public consultation day took place in the Market Place on 21 March 2015. At each of these sessions all attendees were asked what they felt was good about the market, what was bad and what needs to be approved or introduced.
- 4.4 In addition a questionnaire for traders, and one for members of the public, were put on the council's website from 19 March to 4 April 2015. Paper copies of the questionnaire were given to all traders and copies of the public questionnaire were available from a unit in the Market Hall during the consultation period. Copies of the questionnaires are attached in Appendix A.
- 4.5 The final element of this preliminary consultation exercise will be to obtain the views of the Community, Customers and Organisational Scrutiny Committee on how to improve the outdoor market.

4.6 To date 58 traders have attended the various focus groups and 57 completed the trader questionnaires. In addition almost 300 members of the public completed the on-line survey and a further 51 completed the paper survey.

5.0 NEXT STEPS

5.1 From all the consultation responses a list of the top priorities will be established which will allow the IBI Group's design team to focus upon drawing up a series of options that will form the basis for outline budget costing, phasing and construction implications and overall design responses to specific issues raised.

5.2 A second phase of the consultation process will then take place in July/August 2015 which will explain the emerging proposals and implications for traders, the public and the council. Any further feedback will then be analysed and, if appropriate, be incorporated into the final report.

5.3 Given there are no changes to the planned timetable, it is intended to bring a report to this Scrutiny Committee at its meeting on 7 July 2015 on the options available, with costs, to improve the outside market.

5.4 Once the second consultation phase is completed the feasibility study with recommendations and an implementation plan will then be reported to Cabinet for a decision, subject to the necessary funds being available.

6.0 CORPORATE CONSIDERATIONS

6.1 There are no risks, financial or legal, nor equalities considerations arising from the contents of this report.

7.0 RECOMMENDATION

7.1 To consider the progress report and information received, and provide views as part of the wider consultation process.

8.0 REASON FOR RECOMMENDATION

8.1 To help fulfil the Council's Overview and Scrutiny representational role and purpose, and enable the Council to be more responsive to the community, through improved community engagement and involvement.

BERNADETTE WAINWRIGHT
CULTURAL AND VISITOR SERVICES MANAGER

You can get more information about this report from

Bernadette Wainwright (Tel: 01246 345779)



Chesterfield Borough Council Open Market Trader Consultation

We would like your views on how to improve the open market in Chesterfield. Please take a few moments to answer the following questions about your experience of the market. This is the first phase of the consultation - your responses will be used to develop options and there will be further consultation about these options in the late summer.

1. Which part of the market do you currently trade in?

Main Square..... <input type="checkbox"/>	Packers Row..... <input type="checkbox"/>	Boots Side..... <input type="checkbox"/>
New Square..... <input type="checkbox"/>	South Side..... <input type="checkbox"/>	Other..... <input type="checkbox"/>
Central Pavement..... <input type="checkbox"/>	Burlington Street..... <input type="checkbox"/>	

2. Which days do you currently trade on at Chesterfield?

Monday..... Thursday..... Friday..... Saturday.....

3. Which other markets do you trade at?

4. What product range do you sell?

Clothes / accessories..... <input type="checkbox"/>	Household goods..... <input type="checkbox"/>	Fresh fruit / veg..... <input type="checkbox"/>
Hot food / drink..... <input type="checkbox"/>	Electrical goods..... <input type="checkbox"/>	Flowers / plants..... <input type="checkbox"/>
DIY goods..... <input type="checkbox"/>	Fresh meat / fish..... <input type="checkbox"/>	Second hand goods..... <input type="checkbox"/>

Other, please specify:

5. What size stall do you currently use?

8ft..... 10ft..... 12ft..... Pop up stall.....

6. How many boards do you use?

7. What is your usual set up time?

8. What is your usual departure time?

9. Where do you park during the day?

Council car park..... Private car park..... On-street.....

Other, please specify:

Type of vehicle:

10. What are your storage requirements?

11. Do we currently meet your storage requirements?

Yes, fully Yes, partly..... No I don't need storage

12. Do you have any service or equipment requirements?

Power.....	<input type="checkbox"/>	Fridges.....	<input type="checkbox"/>	WiFi.....	<input type="checkbox"/>
Water	<input type="checkbox"/>	Freezers.....	<input type="checkbox"/>	Heating.....	<input type="checkbox"/>
Lighting	<input type="checkbox"/>	Cooking.....	<input type="checkbox"/>	Bad weather cover	<input type="checkbox"/>

Other, please specify:

13. Do you have any waste disposal requirements?

Cardboard..... Package Vegetable Plastic.....

Other, please specify:

How often do you need these during the day?

14. Any other comments?

So that we get in touch with you about the project, please fill in your contact details. This information will only be used for the purposes of the Chesterfield Open Market Project.

Name:

Phone no.

Email:

Thank you for taking the time to complete this survey. Please return your survey to Ron Thompson by 2nd April.

Public Questionnaire



Chesterfield Borough Council Open Market Consultation

We would like your views on how to improve the open market in Chesterfield. Please take a few moments to answer the following questions about your experience of the market. This is the first phase of the consultation - your responses will be used to develop options and there will be further consultation about these options in the late summer.

1. How often do you visit the following markets in Chesterfield?

	Daily	Weekly	Monthly	Less often
General market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flea market		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farmers' market			<input type="checkbox"/>	<input type="checkbox"/>

2. What were the last three things you bought at the market?

Clothes / accessories	<input type="checkbox"/>	Electrical goods	<input type="checkbox"/>	Flowers / plants	<input type="checkbox"/>
Hot food / drink	<input type="checkbox"/>	Fresh fish	<input type="checkbox"/>	Second hand goods	<input type="checkbox"/>
DIY goods	<input type="checkbox"/>	Fresh meat	<input type="checkbox"/>	Other	<input type="checkbox"/>
Household goods	<input type="checkbox"/>	Fresh fruit / veg	<input type="checkbox"/>	Haven't bought anything ...	<input type="checkbox"/>

3. On average, how much do you spend in the market per week?

Nothing	<input type="checkbox"/>	£6 to £10	<input type="checkbox"/>	£16 to 30	<input type="checkbox"/>	Over £50	<input type="checkbox"/>
1p to £5	<input type="checkbox"/>	£11 to 15	<input type="checkbox"/>	£31 to £50	<input type="checkbox"/>		

4. On average, how long do you spend in the market?

10 minutes or less	<input type="checkbox"/>	11 - 30 minutes	<input type="checkbox"/>	30 minutes to an hour	<input type="checkbox"/>	Over an hour	<input type="checkbox"/>
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5. How would you rate the following aspects of the market?

	Very good	Good	Average	Poor	Very poor	Don't know
Choice of goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Payment methods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness / tidyness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market layout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your overall experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. If you answered poor or very poor to any of the above, please tell us why:

7. Do you visit any of the following other markets (tick all that apply)

Bakewell.....	<input type="checkbox"/>	Newark.....	<input type="checkbox"/>	Sheffield.....	<input type="checkbox"/>
Mansfield.....	<input type="checkbox"/>	Rotherham.....	<input type="checkbox"/>	Worksop.....	<input type="checkbox"/>
Other, please specify:	<input type="text"/>				

8. Would you use any of the following words to describe the market (tick all that apply)

Traditional.....	<input type="checkbox"/>	Needs updating.....	<input type="checkbox"/>	Too big.....	<input type="checkbox"/>
Modern.....	<input type="checkbox"/>	Under used.....	<input type="checkbox"/>	Too small.....	<input type="checkbox"/>
Convenient.....	<input type="checkbox"/>	Well used.....	<input type="checkbox"/>	Vibrant.....	<input type="checkbox"/>

9. Three best things about the market?

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>

10. Three worst things about the market?

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>

11. Do you have any other comments or suggestions about how we can improve the market?

<input type="text"/>

12. Are you?

Chesterfield resident.....	<input type="checkbox"/>	Derbyshire resident.....	<input type="checkbox"/>	Visitor from outside Derbyshire.....	<input type="checkbox"/>
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13. How do you usually travel to the market?

On foot.....	<input type="checkbox"/>	Public transport.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>
By bicycle.....	<input type="checkbox"/>	By car.....	<input type="checkbox"/>		

14. What is your gender?

Male.....	<input type="checkbox"/>	Female.....	<input type="checkbox"/>	Transgender.....	<input type="checkbox"/>	Prefer not to say..	<input type="checkbox"/>
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15. How old are you?

Under 17 years	<input type="checkbox"/>	26 to 35 years.....	<input type="checkbox"/>	51 to 65 years.....	<input type="checkbox"/>	Prefer not to say ..	<input type="checkbox"/>
18 to 25 years.....	<input type="checkbox"/>	36 to 50 years.....	<input type="checkbox"/>	66 years and over	<input type="checkbox"/>		

16. Do you consider yourself to have a disability?

No.....	<input type="checkbox"/>	Yes.....	<input type="checkbox"/>	Prefer not to say.....	<input type="checkbox"/>
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17. What is your ethnicity?

White British.....	<input type="checkbox"/>	Asian or Asian British.....	<input type="checkbox"/>	Prefer not to say.....	<input type="checkbox"/>
Other White background...	<input type="checkbox"/>	Mixed ethnic group.....	<input type="checkbox"/>		
Black or Black British.....	<input type="checkbox"/>	Other ethnic group.....	<input type="checkbox"/>		

Thank you for taking the time to complete this survey.

Please post your completed survey in the ballot box in the market hall opposite the cafe