

DERBYSHIRE COUNTY COUNCIL

**MEETING OF CABINET MEMBER – JOBS, ECONOMY AND
TRANSPORT**

25 March 2014

Report of the Strategic Director – Economy, Transport and Environment

MATLOCK OUTDOOR MARKET PILOT

(1) **Purpose of the Report** To report on proposals for developing a pilot project to create an outdoor market in Matlock with key local partners and seek approval for grant funding to support and pump prime the project.

(2) **Information and Analysis**

Project Proposal

The County Council was approached by Matlock Town Team in November 2013 seeking support to help create a new, weekly outdoor market in Matlock to help revitalise the town centre. In early January 2014, members and officers of the Council met with representatives of Matlock Town Council and the Matlock Town Team to discuss the proposals in more detail and the level of support required.

Following the success of the outdoor farmers' market and annual Christmas Weekend held in Hall Leys Park, a project has been developed to run a temporary, outdoor market pilot starting in May 2014 as a means of kick-starting the longer term regeneration of Matlock. The project will form part of the 'love your local market' campaign and is specifically aimed at supporting and incentivising new traders and business-start-ups where traditional shop rents might be financially prohibitive.

An initial business plan has been prepared by Matlock Town Team demonstrating the overall funding and delivery outcomes of the pilot and it is anticipated that if the initial pilot is successful and the market becomes established, as footfall rises, stall prices will be adjusted to the point where the market operation is ultimately self-financing.

It is intended that the pilot is run jointly between Derbyshire Dales District Council, Derbyshire County Council and Matlock Town Team, with the Council managing the market's operational activity and Matlock Town Team looking after stallholder requirements and marketing. Subject to satisfactory

Public

performance during the pilot period and a satisfactory longer term financial plan, it is intended that Matlock Town Team would take on the market management function via a part-time Market Manager.

Background and Rationale

Matlock Town Team was established in February 2011 and consists of a forum of local independent traders working together to improve the offer to visitors and customers, and providing opportunities for economic development.

Matlock Town Council has operated a monthly farmers' market in the town for seven years. Since April 2012, it has been located in Hall Leys Park and figures show that footfall has increased. At the same time, the existing indoor market has continued to decline and a recent survey undertaken by the Town Team indicates this is due to the location and the unwelcoming ambience of the market hall. Typically, outdoor markets add more vitality and vibrancy to town centres, and are more attractive to customers than indoor markets.

Matlock Town Council supports the proposed new, weekly market which will complement and extend the offer provided by the monthly Farmers' Market.

The proposal has a strong strategic fit with the national Portas Review published in December 2011, which recognised the vibrancy a market can bring to town centres. Two specific Portas recommendations are relevant when considering the appropriateness of the pilot:

- Establish a new "National Market Day" where budding shopkeepers can try their hand at operating a low-cost retail business.
- Make it easier for people to become market traders by removing unnecessary regulations so that anyone can trade on the high street unless there is a valid reason why not.

The objective of the Matlock pilot project is to stimulate potential start-up retailers to test their business at low cost through utilising a market stall as incubation space. The project will also support existing retailers by increasing the retail offer and the attractiveness of Matlock as a place to shop, increasing visitor and customer footfall on a regular basis.

The pilot will be fully evaluated to ascertain the impact of the weekly market on existing retailers and businesses will identify any gaps, additional needs or alternative pricing structures that will allow the market to develop in a financially sustainable way.

Project Funding

A full project plan and two year cash flow forecasts have been received based upon a reasonable level of take up.

Public

During the meeting with Derbyshire County Council in January 2014, Matlock Town Team requested up to £10,000 seed funding to enable the project to proceed. As part of any funding received, it was agreed the County Council would be recognised as a key partner in the project, with involvement in any governance arrangements that would oversee the work. It was also agreed that a full evaluation report would be undertaken and provided to the Council following completion of the pilot project, including any recommendations on how the pilot could be rolled out in other appropriate town centres across Derbyshire.

Any contributions from Derbyshire County Council will be used to support capital costs, including the provision of market stalls (up to 15 in total, although final costs have yet to be confirmed) marketing material, insurance and any planning/health and safety costs incurred. Evidence of spend will be requested.

Matlock Town Team has identified both in-kind and match funding of: 2 hours support and mentoring per week throughout the first year of project. Matlock Town Council will also host the post of part-time Market Manager to a value of £4,200 per annum should the pilot be rolled out further.

Derbyshire Dales District Council will be supporting the project by providing storage for the market stalls at a value of £3,700 following the pilot over a three year period.

In addition, Matlock Town Team will be providing targeted support for its employee in setting up the Market of a minimum 5 hours per week. The value of this is £5,200 per year following rollout.

(3) **Financial Considerations** It is proposed that Derbyshire County Council supports the pilot project through a grant contribution of £10,000 to be met from the Economic Regeneration budget in 2014/15.

In preparing this report, the relevance of the following factors has been considered: legal, prevention of crime and disorder, equality and diversity, human resources, environmental, health, property and transport considerations.

(4) **Key Decision** No.

(5) **Call-In** Is it required that call-in be waived in respect of the decisions proposed in the report? No.

(6) **Background Papers** All relevant papers are held by the Economic Regeneration Service. Officer contact details – Frank Horsley, extension 38348.

Public

(7) OFFICER'S RECOMMENDATIONS That:

- 7.1 The Cabinet Member notes the content of the report and approves a grant contribution of up to £10,000 to be taken from the Economic Regeneration budget allocation 2014/15.
- 7.2 This approval is subject to satisfactory governance arrangements being developed and agreed under the delegated authority of Derbyshire County Council's Cabinet Member – Jobs, Economy and Transport prior to the substantial commencement of the project.

Mike Ashworth
Strategic Director – Economy, Transport and Environment