

TITLE OF REPORT : PROGRESS REPORT REGARDING THE ACTION PLAN FOR THE USAGE AND PROMOTION OF MARKETS IN NORTH HERTFORDSHIRE
REPORT OF THE HEAD OF LEISURE AND ENVIRONMENTAL SERVICES

1. SUMMARY

- 1.1 To present to Members of Scrutiny the progress of the Action Plan that has been produced following the review of the Usage and Promotion of Markets in North Hertfordshire, as part of the Scrutiny's Task and Finish Group.

2. FORWARD PLAN

- 2.1 This report does not contain a recommendation on a key decision and has not been referred to in the Forward Plan.

3. BACKGROUND

- 3.1 In September 2005, the Scrutiny Committee agreed to establish a Task and Finish Group to undertake a review of the Usage and Promotion of Markets in North Hertfordshire. This review took place between 29 November 2005 and 26 April 2006. The findings were reported upon to the Scrutiny Committee in April 2006 as shown in Appendix A.
- 3.2 The report that was presented to the April 2006 Committee noted 18 recommendations, which are detailed in the Usage and Promotion of Markets in North Hertfordshire Report (Appendix A).
- 3.3 The April 2006 Scrutiny Report was presented to the Cabinet on 27 June 2006, which approved the recommendations.
- 3.4 Following Cabinet's approval, a detailed Action Plan was produced by the Markets Manager (Appendix B). This report will provide an update on all tasks.

4. ACTION PLAN

- 4.1 The Action Plan is currently 60% complete, and tasks that have not been completed have timescales that the Market Team are working to, or are on hold due to current initiatives.
- 4.2 Appendix B (The Action Plan For All Markets) provides a detailed breakdown of all tasks. Those that are completed are highlighted in grey and incomplete tasks state the current progress.

5. LEGAL IMPLICATIONS

- 5.1 No legal implications have been identified.

6. FINANCIAL AND HUMAN RESOURCE IMPLICATIONS

- 6.1 All tasks undertaken have been completed using 2006/2007 Budgets.
- 6.2 The work programme has been undertaken by the Market Offices Team, which has meant increased workloads, however, this has been managed within the current staffing levels.

7. CONSULTATION WITH EXTERNAL ORGANISATIONS AND WARD MEMBERS

- 7.1 Consultation has taken place with the Portfolio Holder for Leisure & E-Government, the Hitchin Market Traders Association, Royston Market Traders and Town Centre Managers of both Hitchin and Royston.

8. RECOMMENDATIONS

- 8.1 For Scrutiny to note the action plan for North Hertfordshire Markets.

9. REASON FOR RECOMMENDATIONS

- 9.1 For Officers to working on the incomplete points of the Action Plan.

10. APPENDICES

- 10.1 Appendix A - Recommendations, as detailed in the Usage and Promotion of Markets in North Hertfordshire Report (April 2006).
- 10.2 Appendix B - Action Plan for All Markets.
- 10.3 Appendix C – Advertising Expenditure.

11. CONTACT OFFICERS

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Recommendations

On the 29 March 2006, the Group reviewed the results of their investigations and agreed the following recommendations:

1. Senior Officers in partnership with the Hitchin Town Centre Manager to consider the viability of running a Sunday Market in Hitchin.
2. Include some regular specialist markets in Hitchin.
3. Remove some empty stalls to allow for more space to have additional mobile stalls and trading vehicles at Hitchin.
4. Give new traders in Royston the opportunity to rent a stall, if they need one.
5. Abolish the requirement for a month in advance system of collecting rent, and introduce an option to pay daily, by using a modern portable device to enable traders to pay by credit card if they prefer to do so.
6. Consult with traders about replacing the current holiday allowance system with an alternative system.
7. The Group would like to see greater control of the spreading policy given to the Markets Manager, so that judgement can be given to traders based on changes in turnout on particular days.
8. The Markets Manager to introduce and advertise a promotional scheme to traders for Tuesday rent in Hitchin and Wednesday rent in Royston.
9. Senior Officers to look at reviewing annual licenses for the shuttered units at Hitchin market and to report to the Hitchin Area Committee with their proposal.
10. A Member of the Hitchin Area Committee to attend and support the quarterly meetings of Hitchin Market Association.
11. Once a full risk assessment has been undertaken, the Council to consider opening Biggin Lane car park for shoppers on Tuesdays and Fridays in Hitchin.
12. Officers to ensure that they develop and maintain a close working relationship with the new company that now manages Baldock market.
13. Due to the lack of advertising in the local press in Royston, the Markets Manager to ensure that adverts are placed in Royston local papers and other local publications.
14. The Markets Manager to ensure that the installation of bollards and electric points at Royston market are carried out.
15. A working group involving traders, officers, the Town Centre Manager and a Member of the Royston Area Committee to be set up in Royston, which works similarly to the Hitchin Market Traders Association.

16. The Markets Manager to ensure that vans are not parked on the Royston market site, unless they are trading vans.
17. Through the working group suggested in 4.15, traders to be encouraged to finish trading at the same time, to avoid only a few stalls being left trading in the afternoons.
18. A wide publicity campaign to promote all of NHDC markets once the new initiatives are in place.

Action Plan for All Markets
(Following Task and Finish Group and Meeting with Hitchin Market Traders Association)

Task	Target date	Action Taken	Who
Senior Officers in partnership with the Hitchin Town Centre Manager to consider the viability of running a Sunday Market in Hitchin.			
<ul style="list-style-type: none"> • Council Officers met with Keith Hoskins to discuss the possibility of running a Sunday Market in Hitchin Market Square 	Completed	It was agreed that the best approach would be to run a monthly craft market, initial thoughts were to start Sept – Oct 06, to run 10 months of the year. However after discussions it was agreed that the first Craft Fair would be held in Dec 06 in line for Christmas. The Craft Fair would then resume in March 07, this will be monitored after 3 months to gauge the success and determine the future.	Steve C & Vaughan W
<ul style="list-style-type: none"> • Regular meetings with Town Centre Manager to discuss and implement development of Markets. 	Monthly Meetings	LR & Keith Hoskins meet regularly, discussions have included the arrangements for the Craft Market and consider other event that would improve the vitality of Hitchin.	Lance R
<ul style="list-style-type: none"> • Include some regular specialist markets in Hitchin. 	Refer to above tasks	As above. LR & Keith Hoskins looking into possibility of holding other speciality Markets	Lance R
Remove some empty stalls to allow for more space to have additional mobile stalls and trading vehicles at Hitchin.			
<ul style="list-style-type: none"> • Write to traders that are affected, giving 4 weeks notice. 	Completed	Written notice given May 06	Steve C
<ul style="list-style-type: none"> • Remove stalls, Company due to do work as of 21st June 06. 	Completed	Removed June 06	Steve C
<ul style="list-style-type: none"> • Need to attract traders to trade from vehicles – contact previous traders that have shown an interest. 	Ongoing – dependant on turnover of traders	Tuesday Market – Tea Wagon, Caribbean Cuisine Van Friday Market – Butcher, Caribbean Cuisine Van Saturday – Caribbean Cuisine Van, Tea Wagon However, still attracting further traders	Lance R
Give new traders in Royston the opportunity to rent a stall, if they need one.			
<ul style="list-style-type: none"> • Town Centre Manager has purchased demountable stalls and tables. 	Completed	When a Trader applies to work Royston Market, they are asked if they have their own stall – if not, they are put in contact with the Town Centre Manager.	Lance R

Task	Target date	Action Taken	Who
Abolish the requirement for a month in advance system of collecting rent, and introduce an option to pay daily, by using a modern portable device to enable traders to pay by credit card if they prefer to do so.			
<ul style="list-style-type: none"> Amend rules and regulations, to abolish the month in advanced. Traders must clear their accounts by the last day of trading in the period. 	Completed	Amended and implemented July 06	Lance R
<ul style="list-style-type: none"> Investigate the introduction of portable credit and debt card devises. 	Dec 06	Council is investigating new system to link with Paris System. Chip and Pin system being trialled by IT. Will be reviewed in December 06, Markets Manager to liaise with appropriate Officer to discuss usage at Markets Office.	Lance R
Consult with traders about replacing the current holiday allowance system with an alternative system.			
	On hold	On hold due to £10/£15 charges at Hitchin	Lance R
The group would like to see greater control of the spreading policy given to the Markets Manager, so that judgement can be given to traders based on changes in turnout on particular days.			
<ul style="list-style-type: none"> Spreading is currently in place, to be reviewed monthly by Project Manager. 	On hold	On hold due to £10/£15 charges at Hitchin	Lance R
The Markets Manager to introduce and advertise a promotional scheme to traders for Tuesday rent in Hitchin and Wednesday rent in Royston.			
	On hold	£10 scheme initiated in August 06, Advertising has taken place for all Markets – see advertising expenditure (Appendix C)	Lance R
Senior Officers to look at reviewing annual licenses for the shuttered units at Hitchin market and to report to the Hitchin Area Committee with their proposal.			
	Dec 06	Currently seeking legal advice with regards to limitations on any possible changes to licences.	Lance R

Task	Target date	Action Taken	Who
A Member of the Hitchin Area Committee to attend and support the quarterly meetings of Hitchin Market Association.	Completed	Officers regularly meet with Hitchin Market Traders Association, the Chair of Hitchin Area Committee has attended.	Lance R
Once a full risk assessment has been undertaken, the Council to consider opening Biggin Lane car park for shoppers on Tuesdays and Fridays in Hitchin.			
• Undertaking a risk assessment.	Completed	July 06	Pete Marshall
• Amend sign to allow customers to use Biggin Lane car park.		July 06	Steve C
Officers to ensure that they develop and maintain a close working relationship with the new company that now manages Baldock market.			
• Contact company and aim to meet on a regular basis.	Ongoing	LR has spoken with Baldock Markets Manager and is working on creating a good business relationship	Lance R
Due to the lack of advertising in the local press in Royston, the Markets Manager to ensure that adverts are placed in Royston local papers and other local publications.			
• Ensuring that advertising is undertaken in local papers in Royston.	Completed	An Advertising Campaign has been initiated solely directed at the Royston Area, as well as being included in all advertising for Markets. Refer to Advertising Expenditure (Appendix C).	Lance R
The Markets Manager to ensure that the installation of bollards and electric points at Royston market are carried out.	Feb 07	Have investigated, not viable for permanent bollards. Researching temporary arrangements. Market Manager to implement Risk Assessment concerning using traffic cones. Seeking Legal advice with regard to electric points being put in.	Lance R

Task	Target date	Action Taken	Who
A working group involving traders, officers, the Town Centre Manager and a Member of the Royston Area Committee to be set up in Royston, which works similarly to the Hitchin Market Traders Association.			
<ul style="list-style-type: none"> Form Royston Market Traders Association 	Jan 07	Currently in the process of Traders electing two representatives – one from the Wednesday Market and one from the Saturday Market.	Lance R
<ul style="list-style-type: none"> Contact Town Centre manager and Chair of Royston and District 	Feb 07	Once representatives are in place, LR will contact Cllr Fiona Hill and Geraint Burnell to arrange introductions.	Lance R
The Markets Manager to ensure that vans are not parked on the Royston market site, unless they are trading vans.			
	Will be assessed Dec 06	Traders have been issued with parking permits for Fish Hill Car Park. A letter has gone out to all traders stating that unless they are trading from a van they cannot park on the Market	Lance R
Through the working group suggested in 4.15, traders to be encouraged to finish trading at the same time, to avoid only a few stalls being left trading in the afternoons.			
<ul style="list-style-type: none"> Traders to be issued with a reminder of Trading Times 	Completed	Traders cease at 3pm on a Wednesday and 3.30pm on a Saturday.	Lance R
<ul style="list-style-type: none"> Assess progress of Traders ceasing trade at same time 	Completed	A letter has been issued to traders stating trading times.	Lance R
	Feb 07	To be part of initial discussions with Traders Committee	Lance R
A wide publicity campaign to promote all of NHDC markets once the new initiatives are in place.			
	To be reviewed in Feb 07.	An Advertising Expenditure Summary (Appendix C) is available from Markets Manager. The publicity campaign is continuously monitored to introduce new initiatives if necessary. Hitchin – the main drive is the current £10 and £15 scheme. Royston – the main drive is to focus on local advertising, aimed at traders and customers to improve both footfall and utilisation.	Lance R

Advertising – Planned or Undertaken

Customer Advertising

Date	Supplier	Description	Cost £ (-vat)
12 April 2006	Herts & Essex Newspaper	Advertising	£250.00
22 April 2006	Archant Group Comet Newspaper	Advertising Easter Event	£180.00
22 April 2006	Archant Group Royston Crow Newspaper	Advertising Easter Event	£150.00
27 May 2006	Archant Group Comet Newspaper	Advertising Farmers Market	£114.00
27 May 2006	Hert Beat FM	Radio Advertising 46 Ads per month	£255.67
3 June 2006	Archant Group Comet Newspaper	Advertising Farmers Market	£122.00
20 June 2006	Hert Beat FM	Radio Advertising 46 Ads per month	£255.67
4 July 2006	Archant Group Comet Newspaper	Advertising Farmers Market	£136.08
11 July 2006	Infopoint	Advertising Annual – Hitchin Map Ad	£550.00
1 August 2006	Hert Beat FM	Advertising 46 Ads per month	£255.67
1 August 2006	Archant Group Royston Crow Newspaper	Advertising Summer Event	£136.08
1 August 2006	Archant Group Comet Newspaper	Advertising Summer Event	£176.56
8 August 2006	Archant Group Comet Newspaper	Public Notice Advert Entertainment Licence	£312.00
8 August 2006	Archant Group Comet Newspaper	Advertising New Rents Advert (Customers)	£176.56
19 August 2006	Hert Beat FM	Advertising 46 Ads per month	£255.67
1 September 2006	Archant Group Comet Newspaper	Advertising Farmers Market	£136.08
1 September 2006	Archant Group Royston Crow Newspaper	Advertising Attracting Buskers	£176.56
8 September 2006	Hert Beat FM	Advertising 46 Ads per month	£255.67
8 September 2006	Archant Group Comet Newspaper	Advertising Attracting Buskers	£197.40
8 September 2006	Archant Group Royston Crow Newspaper	Advertising Royston Town Centre Guide	£142.00
8 September 2006	Authorised Publications	Advertising Herts Hospital NHS Magazine	£495.00

8 September 2006	Authorised Publications	Advertising in Herts Community Care Magazine	£325.00
19 September 2006	Multimedia Publications	Advertising on screens in Post Office (every 2.5 mins during trading hours for 2 year period)	£1,750.00
21 September 2006	Bedfordshire Journal	Advertising General Market JPC Award Review	£199.00
3 October 2006	Bedfordshire Journal	Advertising General Market Christmas Countdown	£220.00
5 October 2006	Good Holiday Guide Herts Edition	Advertising General Market	£350.00
6 October 2006	The Advertiser Magazine Christmas Times	Christmas/New Year Advertising Half page opposite Christmas Day TV	£300.00
6 October 2006	Bedfordshire Journal Pride of Herfordshire Edition	Advertising General Market	£299.00
10 October 2006	Bedfordshire Journal	Advertising General Market	£249.00
13 October 2006	Bedfordshire Journal	Advertising General Market Christmas Advertising	£299.00
20 October 2006	Archant Group Comet Newspaper	Advertising General Market	£100.00
20 October 2006	Bedfordshire Journal	Advertising General Market	£320.00
20 October 2006	What's On & Where Guide (North Herts & Stevenage)	Advertising General Market	£745.00
27 October 2006	Archant Group Comet Newspaper	Advertising General Market	£136.08
27 October 2006	Hert Beat FM	Advertising General Market Christmas Markets Included	£255.67
3 November 2006	Archant Group Royston Crow	Advertising NHDC Royston Market Christmas Sponsorship	£1000.00
3 November 2006	Archant Group Royston Crow	Advertising Royston Market 6 Weekly Adverts	£270.00
8 November 2006	Bedfordshire Journal	Advertising General Market	£299.00
8 November 2006	Business Internet Directory	Advertising General Market Online (for a Year)	£149.00
8 November 2006	Find A Market.Net	Advertising General Market Online (for 18 months)	£250.00
8 November 2006	Bedfordshire Journal	Advertising General Market	£250.00
8 November 2006	Northampton Journal	Advertising General Market	£180.00

9 November 2006	Bedfordshire Journal	Advertising General Market	£250.00
17 November 2006	Herts & Essex Newspaper	Advertising NHDC Markets	£500.00
17 November 2006	Archant Group Comet Newspaper	Advertising NHDC Markets	£300.00
17 November 2006	Archant Group Comet Newspaper	Advertising NHDC Markets Christmas Sponsorship	£1,000.00
17 November 2006	Archant Royston Crow	Advertising NHDC Royston Market	£52.87
17 November 2006	Northampton Journal	Advertising NHDC Markets	£180.00

Sub total	£14,957.29
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Trader Advertising

1 August 2006	Archant Group Comet Newspaper	Advertising New Rents Advert (Traders)	£136.08
8 August 2006	The Worlds Fair Ltd Market Trader Magazine	Advertising Hitchin General New Rents Advert (Traders)	£400.50
16 August 2006	The Worlds Fair Ltd Market Trader Magazine	Advertising Hitchin General New Rents Advert (Traders)	£400.50
19 August 2006	The Worlds Fair Ltd Market Trader Magazine	Advertising Hitchin General New Rents Advert (Traders)	£400.50
26 August 2006	The Worlds Fair Ltd Market Trader Magazine	Advertising Hitchin General New Rents Advert (Traders)	£400.50
1 September 2006	Market Trader News	Advertising General Market New Rents Advert (Traders)	£200.00
20 October 2006	Market Trader News	Advertising General Market New Rents Advert (Traders)	£200.00
8 November 2006	Market Trader News	Advertising General Market New Rents Advert (Traders)	£200.00
17 November 2006	The Worlds Fair Ltd Market Trader Magazine	Advertising NHDC Markets Rents Advert (Traders)	£400.50

Sub total	£2,738.58
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Events Expenditure

10 April 2006	Karl Robinson	Chocolate for Easter	£305.00
10 April 2006	ABC Costume Hire	Costume Hire For Easter	£55.00
18 April 2006	N.Brown Howdy Doodat Magic	Entertainment for Easter Clown/Magician	£160.00

18 April 2006	Partyondown	Helium for Easter	£52.00
4 July 2006	N.Brown Howdy Doodat Magic	Entertainment for Summer Event Clown/Magician	£260.00
1 August 2006	Marlin Rosettes	Rosettes for Summer Event	£8.12
1 August 2006	Karl Robinson	Sweets for Summer Event	£300.00
8 August 2006	Hitchin Town Band	Play at Summer Event	£250.00
8 September 2006	Doran Packaging Co.	Recycle Event 100% recycled paper bags	£39.45
8 September 2006	A Special Occasion	Recycle Event Balloons/Helium	£150.00
12 September 2006	N.Brown Howdy Doodat Magic	Entertainment for Recycle Event Clown/Magician	£160.00
12 September 2006	Seasonal Transformations	Install & Takedown of Christmas Lights	£1,885.20
12 September 2006	Seasonal Transformations	Refurbish Existing Christmas Lights	£271.32
15 September 2006	Hitchin Town Centre Initiative	Musician for Heritage Day (Musician requested cash)	£100
20 October 2006	Andrew Voisey	Fruit & Veg purchased for Food Fortnight Event	£63.36
20 October 2006	Hiz Diner	1 Chef to provide & prepare lunch for Food Fortnight Event	£280.00
20 October 2006	J H Supplies	Supply Plates & Cutlery (disposable) for Food Fortnight Event	£27.00
20 October 2006	Retail Graphix	Signs for Farmers Markets	£150.00
8 November 2006	Absolute Audio	Hire of Mixer for Diwali Event	£25.00
8 November 2006	Herts & Flowers	Flower Arrangements for Diwali Event	£93.50

Sub total	£4,634.95
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Grand Total	£22,330.82
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