

SWANLEY SUNDAY MARKET PROPOSAL

Cabinet - 13 January 2022

Report of: Deputy Chief Executive & Chief Officer - Finance & Trading

Status: For Decision

Key Decision: Yes

Executive Summary: This report updates on a draft proposal for an additional Sunday street market in Swanley, presented to the Council by Bray Associates.

This report supports the Key Aim of: Building on the District's thriving economy through the regeneration of our market towns, and by enhancing both the visitor and rural economies.

Portfolio Holder: Cllr. Margot McArthur

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Recommendation to Cleaner & Greener Advisory Committee: That the additional Sunday market proposal be considered by the Committee, and its views be submitted for consideration by Cabinet.

Recommendation to Cabinet: That the additional Sunday market proposal along with any proposals submitted by the Cleaner & Greener Advisory Committee be considered and the proposal is endorsed.

Reason for recommendation: The proposal for an additional Sunday street market in Swanley, if successful could assist in generating additional income for the Council and help building on the District's thriving economy through the regeneration of our market towns.

Introduction

- 1 The Council currently operates; via a specialist contractor (Bray Associates) who was successful in a full tender process a Wednesday street market, operating at the Centre, Swanley.
- 2 The Council's current contractor, Bray Associates has approached the Council with a proposal for consideration to offer an additional Sunday street market at the same location as the existing Swanley market. This could initially be trailed as a 6-month pilot.

- 3 Bray Associates are specialist market operators, managing markets across London and the South East, including Borehamwood, Chichester, Fareham, Havant, Hounslow, Milton Keynes, Staines and Swanley. Swanley has become one of the biggest and busiest Wednesday markets in the UK.
- 4 Due to the closures of other established Sunday markets, such as Dagenham and Romford, Bray's advise us that they have full stallholder sign up for a Sunday street market.

Location

- 5 LCP Properties, based in London operate and own the Shopping Centre at Swanley. We have informally approached LCP to enquire if they would consider an additional Sunday market at this location and the rental cost to the Council.
- 6 LCP have agreed in principle for a Sunday market to operate at the Centre, Swanley. The cost to the Council for a 6-month would be in the region of £25,000.
- 7 An addendum to the current lease with LCP will be required to cover the extra trading day.
- 8 The current lease in place for the Wednesday market expires on the 31st March 2022. This will be re-negotiated separately from this proposal, but could include the second market day if needed.
- 9 It should be noted that negotiations with LCP about the future of market days in Swanley are ongoing. We must safeguard the future of the market so that this vital community service is not lost, which would also have a significant negative financial impact on the Council.

Dartford Market Charter

- 10 A charter market or fair is a street market or fair, established by Royal Charter. As they are today, markets and fairs were trading institutions held at regular intervals. In medieval England and Wales, it was common for a market held once a week, on a set day and in a set place.
- 11 Dartford has a Chartered Market on a Saturday and the Charter protects the market from another town within a 6-mile radius from operating a street market on the same day.
- 12 Consultation with Dartford Borough Council about the pilot proposal has been undertaken and they have no objections to a Sunday street market from operating in Swanley.

Market Proposal

- 13 Bray Associates have proposed a 6-month pilot to run a full additional market day on a Sunday. They would be responsible for the total management of the Sunday market, including publicity and marketing.
- 14 Bray Associates propose to pay the Council £4,000 per week for the first month of the Sunday market pilot and £6,000 per week for the remainder of the pilot, which would give a total income of £144,000 for the 6-month pilot.
- 15 The proposal is to operate the pilot Sunday market from February 2022 to August 2022.
- 16 The Sunday market pilot would see a mix of different types of market traders that would see traditional traders, along with a food market offering, local produce, and farmer's market like traders, as an example. When established Brays would look to introduce more local traders, such as crafts and locally produced goods. They would also like to give a chance to young entrepreneurial traders, such as start-up and social enterprise businesses.
- 17 Bray's would also ensure litter and rubbish collection is carried out during the market and will work with the Council to ensure that the area is clean and tidy when the market stops trading.
- 18 From research completed by Bray's it suggests that local businesses in the area are supportive, as currently Wednesday is their best trading day of the week, due in the main to the large footfall the market brings.

Procurement

- 19 The proposal is to submit a Procurement Initiation Form to the Procurement Assurance Group requesting a fully authorised waiver not to undertake a full tender exercise until April 2022.

Planning

- 20 Planning Developments view is that the existing planning consent would mean that no new planning permission would be needed for a Sunday market. However further legal advice would be needed to ensure any additional market has all of the necessary permissions in place, such as highway and street trading requirements.

Engagement

- 21 The Council will undertake detailed engagement with Swanley Town Council and the local business community on the proposals.
- 22 On completion of the pilot public engagement will be undertaken to evaluate the additional Sunday market and its operation under the pilot.

Key Implications

Financial

All budget and financial issues are detailed in the main report.

Legal Implications and Risk Assessment Statement.

None identified.

Equality Assessment

The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

Net Zero Implications

Members are reminded of the Council's stated ambition to be Net Zero with regards to carbon emissions by 2030. The decisions recommended in this paper directly impact on this ambition. The impact has been reviewed and there will be a slight increase on carbon emissions produced in the district as a result of this decision.

An additional Sunday market in Swanley would see a potential increase to local traffic in the area, which could slightly increase carbon emissions. Additional waste would be produced, which would need to be removed and disposed of correctly.

Conclusions

Other than monitoring the management of the market, there is no resourcing issues for the Council to be concerned about. This additional and un-planned income would significantly assist the Council in balancing the budget.

If successful, a tender exercise would generate approximately £300,000 per annum for this additional Sunday market for 2022-2023 and future years less costs of £60,000 making an estimated net income of £240,000.

Appendices - None

Background Papers - Net Zero Risk Assessment

Adrian Rowbotham

Deputy Chief Executive and Chief Officer - Finance & Trading