

CHESHIRE EAST COUNCIL

REPORT TO: CABINET

Date of Meeting:	28 November 2011
Report of:	John Nicholson – Strategic Director, Places and Organisational Capacity
Subject/Title:	Notice of Motion – Crewe Market
Portfolio Holder:	Cllr Rod Menlove

1.0 Report Summary

1.1 Notice of Motion, submitted by Cllr David Brickhill

That since the relocation of the Crewe Market to the Lyceum Square, market trade has dramatically declined and accordingly, the outdoor market should be relocated to the position required by the residents when consulted, which was in and adjacent to the Town Square near to Marks and Spencer.

That since the introduction of the higher than RPI increase in charges for the Crewe Market, the number of traders had dropped considerably and the new charges should be reviewed and be returned to the 2009 level to encourage the regeneration of the market.

- 1.2 This report addresses how the Council might respond to the issues raised in this Motion.

2.0 Decision Requested

- 2.1 Subject to any consents or orders which may be determined by Legal Officers to be required to allow and enable the same to be erected and operated as mentioned in 8.0 being secured, a trial 'Street Market' is hosted in Crewe linking the existing Indoor Market to the busier retail streets and ultimately to Market Square. The trial will be reviewed in March 2012 to determine success.
- 2.2 Short Term incentives are trialled for new market traders in Crewe to help them become established. The trial approach will be reviewed in March 2012 to determine success.
- 2.3 If successful, this approach is considered for other suitable Markets.

3.0 Reasons for Recommendations

- 3.1 The ongoing review of Cheshire East Markets highlights that the vast majority are meeting the existing retail challenges.

- 3.2 Some however, and in particular the Crewe Markets, are performing more in line with the National trend. This has been documented by the BBC, who reported in October on the tough time traders are facing and in particular, the slump in indoor markets, many of whom are struggling to survive.
- 3.3 This has affected the market in two ways. Firstly, and directly, through fewer yet more discerning customers. Secondly, via increasing competition from landlords offering short term retail leases. Often closer to the main shopping centre and at competitive prices when compared to indoor market charges.
- 3.4 The regeneration of the Lyceum Square in Crewe has coincided with the significant challenges facing retailers. This has led traders to consider altering established trading operations to diversify their trading conditions. This has been promoted by the new Traders Committee in Crewe which was independently elected in October this year.

4.0 Wards Affected

- 4.1 All Crewe Wards

5.0 Local Ward Members

- 5.1 Crewe Central Ward, Crewe East Ward, Crewe North Ward, Crewe South Ward, Crewe West Ward, Haslington Ward, Leighton Ward, Shavington Ward, Crewe St Barnabas, Willaston and Rope Ward, Wistaston Ward.

6.0 Policy Implications including - Carbon Reduction - Health

- 6.1 No immediate impact.

7.0 Financial Implications (Authorised by the Director of Finance and Business Services)

- 7.1 It is not expected that a small trial will affect operational costs. If successful, any predicted increase in future operational costs are, would be recovered through additional trading income or the trial would not extend.

8.0 Legal Implications (Authorised by the Borough Solicitor)

- 8.1 Legal officers will need to review and determine whether planning permission or any other requisite consents or facilitating orders are needed to allow and enable the trial 'Street Market' to be erected and operated.

9.0 Risk Management

- 9.1 As independent business people, market traders do hold varied views and some may oppose the views of their representative Committee. Officers will continue to consult and work closely with all traders.
- 9.2 Existing retailers may oppose the move. Following the temporary relocation during the Lyceum Square renovations, some early concerns were expressed by retailers. These were soon alleviated and officers will liaise with local businesses to notify them of the proposed changes, if approved.
- 9.3 As a trial, the Street Market will be closely monitored, if it is not successful in improving trading opportunities, it can simply be stopped.

10.0 Background and Options

- 10.1 Following close consultation with the Crewe Market Traders Committee, it has been suggested that a new street market, in addition to the current offerings, may be beneficial. Currently, these proposals are being developed and would include offering market pitches starting directly outside the indoor market entrance and leading up to and on to Market Square if demand exists. A site meeting was held on Friday 4 November 2011 with a view to possibly starting a trail in December.
- 10.2 Following feedback from the Traders Committee, it is believed that new traders will be attracted to Crewe at existing rental charges. To further assist the market, incentives are also being considered and discussed relative to attracting new traders to Crewe.
- 10.3 The key options include:
- To leave the Market in its existing location or to pilot a new 'Street Market' in accordance with the latest view expressed by the Crewe Traders Committee.
 - To maintain market fees and charges for new traders at current levels or to selectively use incentives to encourage new traders to Crewe.
- 10.4 As part of the Council's commitment to having services delivered at a local level, discussions are currently ongoing with the Local Service Committee for Crewe with a view to developing a range of measures that may better support and promote these local markets.

11.0 Access to Information

The background papers relating to this report can be inspected by contacting the report writer:

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