

REDDITCH MARKET

Relevant Portfolio Holder	Cllr Greg Chance - Portfolio Holder for Planning, Regeneration, Economy and Transport
Portfolio Holder Consulted	√
Relevant Head of Service	Kevin Dicks – Chief Executive
Ward(s) Affected	All
Key Decision / Non-Key Decision	Non-Key decision

1. SUMMARY OF PROPOSALS

- 1.1 Redditch Town Centre Outdoor Market is currently managed and operated by the North Worcestershire Economic Development & Regeneration (NWedr), a shared service hosted by Wyre Forest District Council (WFDC) under a Collaboration Agreement in May 2011.
- 1.2 The NWedr Client Management Group has instructed officers to explore options for the future operation and management of the markets and Members are asked to consider whether NWedr should invite expressions of interest from market operators to inform any future decisions on the future management of the outdoor market.

2. RECOMMENDATION

The Committee is requested to RESOLVE that

- 2.1 **North Worcestershire Economic Development & Regeneration service Invites informal expressions of interest from market operators for the future management of Bromsgrove Outdoor market; and**
- 2.2 **a report on the outcome of the process be brought to a future meeting of the Executive Committee.**

3. KEY ISSUES

Financial Implications

- 3.1 In 2013/04 the Council received a net income from the market of £25,003. Current estimates indicate that the net income from the market for 2014/15 will be at least a similar amount.

Legal Implications

3.2 None.

Service / Operational Implications

- 3.3 Redditch Outdoor Market is one of three markets managed and operated through NWedr. The others being Bromsgrove and Kidderminster Outdoor Markets. Kidderminster Outdoor Market is run by an external market operator, through the Shared Service, by way of a contract with Wyre Forest District Council. This contract is due to be tendered for renewal during the summer 2015.
- 3.4 The NWedr Client Management Group has instructed officers to explore options for the future operation and management of the markets. One such option could be to appoint an external contractor to operate the market.
- 3.5 Before giving further consideration to such an option, it is proposed that some soft market testing is carried out and “soundings” taken from existing market operators to inform any future consideration as to whether or not to procure an external market operator.
- 3.6 In this regard it is suggested that NWedr invite informal expressions of interest from existing market operators who can outline their own proposed options for operating Redditch Outdoor market against the following criteria:-
- Partnership working with Redditch Borough Council and the development of an associated shared market vision and strategy
 - Operating the market on, a) 5 days per week or b) 3 days per week
 - The potential to introduce an alternative layout and new “pop up” stalls
 - The potential to introduce a covered food court
 - Effective and commercially focussed performance management
 - Marketing, promotion & Public Relations
 - Integration with other events and a programme of future markets
 - Integration with the town centre, surrounding retail offer and community
 - Opportunities for new business start ups and community/charity groups
 - An effective web site and use of social media
 - Stakeholder and trader engagement
 - Safety & security
 - Accessibility
- 3.7 The results of any expressions of interest received will be reported to a future meeting of the Executive Committee accordingly.

Customer / Equalities and Diversity Implications

3.8 None

4. RISK MANAGEMENT

4.1 None

AUTHOR OF REPORT

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