
REDDITCH OPEN AIR MARKET – MARKET REGULATIONS
2009/2010

(Report of the Head of Operations)

1. Summary of Proposals

To have revised Market Regulations agreed and adopted to improve clarity and consistency of rules governing the daily working practices of Redditch Open Air Market.

To seek delegated powers for the Head of Service in consultation with the Portfolio Holder to make minor amendments for the operational benefit of Redditch Open Air Market and its Traders

2. Recommendations

The Committee is asked to RECOMMEND that

- 1) authority be delegated to the Head of Operations in consultation with the Portfolio Holder to agree the adoption date for the revised Market Regulations;**
- 2) authority be delegated to the Head of Operations in consultation with the Portfolio Holder to make minor alterations or amendments to the Regulations for the operational benefit of the Market and its Traders; and**
- 3) authority be delegated to the Head of Operations in consultation with the Portfolio Holder to finalise the hours of operation and any other relevant rules in the (document) following consideration of the planning application by the Planning Committee.**

3. Financial, Legal, Policy Risk and Sustainability Implications

Financial

- 3.1 Revised Rules & Regulations detail procedures regarding the financial management of the Market.

Legal

- 3.2 Section 2 of the Local Government Act 2000 allows local authorities to do anything which is likely to promote or improve the social, economic or environmental well being of their area.

Policy

- 3.3 Delegated authority is required to review, update and amend rules and regulations pertaining the daily working practices of Redditch Open Air Market.

Risk

- 3.4 Failure to have clear and enforceable Regulations governing the efficient operation of Market Services for the benefit of the Authority, Traders and Customers, may result in inequality and unfair treatment for all concerned, with associated negative perception for the Authority.

Sustainability / Environmental

- 3.5 None specific.

Report

4. Background

Redditch Market relocated to Market Place/Alcester Street in July 2006 and currently has 15 Casual and 29 Licensed Traders. Nationally, traditional street markets struggle to remain viable although Redditch Open Air Market has not seen any significant reduction in the number of Traders in the last two years. The current Rules & Regulations have proved inadequate to support the efficient management of the Market.

5. Key Issues

- 5.1 The existing Rules and Regulations are inadequate because they do not allow effective management of Redditch Open Air Market.
- 5.2 The proposed Market Regulations clearly detail the arrangements for stall allocation, acceptable conduct of Traders, fees, charges, methods and deadlines for payment.
- 5.3 The Regulations also include details of the amended vehicular access times for Traders which are in accordance with the associated Planning Consent for the Market area

6. **Other Implications**

- Asset Management - None specific.
- Community Safety - None specific.
- Human Resources - None specific.
- Social Exclusion - None specific.

7. **Lessons Learnt**

Following a report to the Executive Committee 26 August 2009 concerning the management of market debt a number of lessons have been learnt. This was supported by an internal audit into the management of the market which raised a number of recommendations which have been actioned by Officers.

A follow up audit was carried out during November/December 2008 and a small number of procedural issues were recommended and have subsequently been implemented.

8. **Background Papers**

None.

9. **Consultation**

- 9.1 This report has been prepared in consultation with relevant Borough Council Officers, Clare Flanagan, Legal Services Manager and Jeanette Flitcroft, previous Acting Market Manager.
- 9.2 Representatives of the Redditch Branch of the National Market Traders' Federation

10. **Author of Report**

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11. **Appendices**

- Appendix 1 Redditch Open Air Market Regulations 2009/10.