

3. EXECUTIVE SUMMARY/LIST OF RECOMMENDATIONS

The Customer Overview and Scrutiny Panel undertook this Scrutiny Inquiry into Chorley markets to investigate methods to increase the take up and quality of market stalls in Chorley and to make proposals to increase the numbers of customers of Chorley markets.

The Panel utilised documents, evidence and questioned several witnesses. The Panel undertook consultation and research, including a survey of customers and non-customers of the markets and market traders. Two site visits were also undertaken, to Bury and Ormskirk market, which were noted as a flourishing market.

The evidence gathered was considered in relation to the Inquiry objectives and desired outcomes and the Panel have made several recommendations. The members of the Panel found that there had been a decline in markets in general. Chorley market had seen a fall off in stall take up, but that Chorley markets were successful in the main.

FINANCIAL

- R1 To reduce the rents for the stalls on both markets to ensure that Chorley markets are competitive and attract new traders.
- R2 To implement new rent payment methods eg the Direct Debit system and on-line payments, including a discount for traders paying three months in advance.
- R3 To roof over the central aisle of the covered market for protection for traders and goods from the elements.
- R4 To have more lock-up stalls on the covered market.
- R5 To buy or rent new stalls for a trial on Market Street/Fazakerley Street.
- R6 To explore partnership and alternative arrangements for the management of the markets, with a view to bringing in additional investment and other commercial benefits.
- R11 To change tenure options to offer leases as well as licenses.
- R12 To improve the lighting facilities, provided by the Council, on both markets.
- R18 To install flag poles either side of the covered market entrance.
- R26 To install brown signs in Chorley to highlight the markets, on the main approaches into Chorley, the M61 motorway and at the district boundaries.
- R27 To improve the signs for the car parks in Chorley.

* To consider Flat Iron traders erecting their own stalls.

ADVERTISING/MARKETING

- R7 To e-enable stall holders to apply for stalls.
- R10 To encourage Flat Iron traders to have similar colourful protective covers for visual enhancement.
- R13 To concentrate advertisement on the Tuesday market as the busiest day on the markets.
- R14 To increase advertising for traders for the markets, directly targeting under represented trades eg pottery, by utilising trade magazines and the Internet.
- R15 To develop the website page regarding the markets, to include advertisements and information about market stalls.
- R16 To implement an advertising strategy for the markets, eg using Chorley cakes.
- R17 To advertise via different methods, eg radio, local papers and the Internet.
- R19 To offer sponsorship opportunities, eg planted flowerbeds under the district boundary signs.
- R23 To provide information, for customers, regarding product ranges and stall location, e.g. flyers.
- R24 To advertise Chorley market particularly for customers who live out of the area, e.g. the Internet, magazines, specific radio advertising, local paper and flyers etc.
- R25 To approach the management of Chorley Interchange regarding coaches parking at the Interchange as part of a future exercise to increase the number of coach operators running trips to Chorley.

MARKET DAYS

- R8 To have a trial of stalls on Fazakerley Street and to alter the layout of the Flat Iron Market to reduce fragmentation and make it more attractive. In the long-term to relocate the Flat Iron market to Fazakerley Street and the pedestrian area of Market Street, subject to consultation with groups such as the Chamber of Trade as to the time Market Street would remain open for vehicular access.
- R9 To have occasional specialist markets once a month on a weekend, lasting 1 to 3 days depending on what kind of market.
- R20 To increase the range and variety of stalls on Chorley markets in line with customer recommendations. To facilitate this offer incentives, e.g. a free stall for a month for traders with a new line.
- R22 To retain the covered market on a Thursday, but not to add any further trading days.
- * To consider alternative days rather than Tuesday for the Flat Iron market eg making Saturday the main focus for promotions
- * **Recommendations put forward by the Overview and Scrutiny Committee.**