

Report of	Meeting	Date
Director - Partnerships, Planning & Policy  (Introduced by the Executive Member for Planning and Partnerships)	Executive Cabinet	02/09/2010

## CHORLEY MARKETS – FLAT IRON MARKET

### PURPOSE OF REPORT

- To put forward a proposal to improve the visual appearance of the Flat Iron market by introducing Gazebo style structures within a new layout.

### RECOMMENDATION(S)

- That Members approve proposals and financing arrangements to improve the Flat Iron market as outlined in this report.

### EXECUTIVE SUMMARY OF REPORT

- This project proposes to improve the visual appearance of the Flat Iron market by the phased introduction of gazebo style stalls.

### REASONS FOR RECOMMENDATION(S)

#### (If the recommendations are accepted)

- Chorley Town Centre is a top priority for the council. It is essential that further investment is made into the Flat Iron to both attract a vibrant mix of quality traders and improve the customer offer.

### ALTERNATIVE OPTIONS CONSIDERED AND POTENTIALLY REJECTED

- No further investment in the Flat Iron market.

### CORPORATE PRIORITIES

- This report relates to the following Strategic Objectives:

Put Chorley at the heart of regional economic development in the Central Lancashire sub-region	√	Develop local solutions to climate change.	
Improving equality of opportunity and life chances		Develop the Character and feel of Chorley as a good place to live	√
Involving people in their communities		Ensure Chorley Borough Council is a performing organization	√

## **BACKGROUND**

7. The 2006 Economic Regeneration Strategy for Chorley is currently being refreshed and creating a thriving 'Contemporary Market Town' is a key priority within the strategy. Developing and delivering proposals for improvements to the Flat Iron area as a multi-functional market, civic amenity and car parking is a stated priority for action.
8. As part of a longer term proposal, Landscape Projects were commissioned to draw up plans for improving the Flat Iron as a multi-functional area and consultation on this work is being planned for over the coming months. This project will be delivered when funding is available. The project for enhancing the Flat Iron Market highlighted that new stalls in an improved layout would not only have positive effects for traders using the market, but also for the Town Centre as a whole by attracting more visitors to the gateway.

## **PROPOSALS FOR IMPROVING THE FLAT IRON MARKET**

9. This project proposes to improve the visual appearance of the Flat Iron market by the phased introduction of gazebo style stalls. The additional revenue generated by relaying the Flat Iron will pay for these improvements.

### **TRIAL - PHASE 1**

10. It is proposed that the new gazebos (measuring 6m x 3m) will be phased with an initial trial of 4 units adjacent to Booths/Sir Henry Tate. The diagram in Appendix A locates the trial in yellow (marked T). The trial with traders will start from April 2011. The budget estimate for the trial (including gazebos and floor fittings) is £4,500. If the trial is successful, and there is positive demand for the new gazebos, a Phase 2 is planned.

### **PHASE 2**

11. Phase 2 proposes a further 32 gazebos around the perimeter of the Flat Iron (shaded orange (marked 2) in the diagram in Appendix A). Phase 2 would significantly enhance the look and feel of the Flat Iron to on-lookers from outside the market. It also promotes more choice for traders to either take a gazebo, to use the existing stall frames or build their own within the centre of the market (shaded blue (marked WB) and pink (marked SB) on the diagram).
12. The budget estimate for Phase 2 is £46,500 (including gazebos, floor fittings, side panels, parking barriers, storage trailer). With the potential to achieve additional revenue from car parking (stalls would no longer be erected on Monday afternoon) and extra revenue from the new stall layout, the payback period for the trial and phase 2 is 26 months.
13. A visual impression of the new look stall for the Flat Iron is contained in Appendix B. The stock of gazebos will allow us to use them for other events such as Farmers Market, REACH and Christmas Markets.
14. A price will be negotiated for separation sheets to a uniform specification that traders must use and existing stalls and self-build stalls will use a uniform colour palette for their sheets. Members should be aware that there will be a re-allocation of traders to stalls, dependent upon interest. There will be specific promotion of the revitalised market to new traders and customers. The new gazebos will require a review of current market operations in regards to staffing, use of vehicles and storage facilities.

### **FINAL PHASE**

15. Following an assessment of the success of the trial and perimeter stalls, consideration would be given to a final phase which would replace all the existing and self-build stalls with

new gazebos (refer to diagram in Appendix C). The budget estimate for full completion is £59,300 and Members should note that the payback period is slightly longer involving a further 34 months.

16. The capital costs would be funded as an invest to save proposal.
17. Chorley Markets are a vital ingredient to our Town Centre offer. It is essential that Chorley's market service remains cutting edge. The proposals for the Flat Iron will significantly enhance the look of the market to attract traders, improve the offer and range of goods, as well as attract more customers to the town centre.

## RECOMMENDATION

18. That Members approve proposals to improve the Flat Iron market as outlined in this report.

## IMPLICATIONS OF REPORT

19. This report has implications in the following areas and the relevant Corporate Directors' comments are included:

Finance	√	Customer Services	
Human Resources		Equality and Diversity	
Legal		No significant implications in this area	

## COMMENTS BY THE DIRECTOR OF TRANSFORMATION

19. The report sets out that there is a business case in financial terms for investment in the Market offer. A total investment of £110,300 is required, albeit in three phases.
20. There is a risk in relying on income generation and to mitigate this risk it would be appropriate if resources were found from existing spending plans. Accordingly, I suggest that, if Members agree this is a priority, £47,990 is committed from the current invest to save budget included in the Capital Programme and that the remaining £62,310 is found from virement within the Capital Programme.

LESLEY-ANN FENTON  
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