

Overview and Scrutiny Inquiry Report - Chorley Markets

Rec No	Recommendation	Current Position
1	Reduce stall rents to make them more attractive to new traders	Stall rents have been pegged for 3 years and are not planned for increase in 2007/08
2	Introduce new rent payment methods and discounts for advance payment	New payments have been introduced. No discounts are yet given for advance payment
3	Roof over the central aisle of the covered market	No action in view of financial implications
4	Provide more lock up stalls on the covered market	No action in view of financial implications
5	Buy or rent new stalls for a trial on Fazackerley St/Market St	No action in view of financial implications
6	Explore partnership arrangements for market management & investment	The exercise was concluded in December 2006 with a decision to keep management of the markets in house and review as part of a town centre management initiative
7	enable stallholders to apply for stalls	Facility now in place and will be continued
8	Move Flat Iron stalls to Market St	Currently on hold
9	Hold occasional specialist markets	The French markets and pot fairs which have been successfully trialed will be continued and supplemented by others e.g Fish market
10	Encourage use of coloured covers on Flat iron stalls	No action in view of financial implications
11	Offer alternative tenure options	No action in view of financial implications
12	Improve lighting facilities	No action in view of financial implications
13	Concentrate advertising on Tuesdays	Incorporated into promotional and publicity information
14	Increase advertising & target under represented lines	No action in view of financial implications

Rec No	Recommendation	Comments
15	Develop website page to include adverts and information about stalls	The web site has been improved to reflect this recommendation and will be further reviewed as part of the town centre management initiative
16	Implement an advertising strategy e.g. Chorley Cakes	In conjunction with the traders the advertising campaigns have been altered to take account of this recommendation within approved budgets.
17	Advertise via different methods e.g. radio, internet etc	Carried out in conjunction with Market Traders
18	Install flagpoles at the market entrance	No action in view of financial implications
19	Offer sponsorship opportunities e.g. planting flower beds	No action in view of financial implications
20	Offer incentives to increase range and variety of stalls	No action in view of financial implications
21	Consider Saturday instead of Tuesday for the Flat iron market	No support amongst Traders or shoppers
22	Retain Thursday trading on the covered market	Thursday markets have been retained but are still the weakest day of the week.
23	Provide more information for customers e.g. flyers	No action in view of financial implications
24	Advertise for customers outside the Chorley area e.g. magazines, radio etc	Advertising now concentrates on surrounding areas
25	Arrange coach parking at Chorley Interchange	Drop offs arranged at the Interchange, with coach parking on Friday St.
26	Install brown promotional signs on motorway and entrances to town	Not acceptable to LCC or the Highways Agency
27	Improve car park signage	Improvement incorporated in the form of electronic advance warning signs