

| Report of | Meeting | Date |
|-------------------------------|---------------------|------------------------------|
| Corporate Director (Business) | Overview & Scrutiny | 1 st October 2007 |

CHORLEY MARKETS UPDATE

PURPOSE OF REPORT

1. To update Members on progress with the Chorley Markets

RECOMMENDATION(S)

2. That the contents of this report be noted

EXECUTIVE SUMMARY OF REPORT

3. A Markets Steering Group has been formally established with representatives of traders from both the covered and flat iron markets and the Council. An Action Plan has been jointly prepared to:
 - Improve the management of the markets
 - Provide longer term investment for both the covered and flat iron markets
 - Develop proposals for tariffs and market rents
 - Consider the layout of the flat iron in relation to Market Walk II
 - Attract extra visitors via coach parties
 - Develop a communications and marketing plan

The Action Plan, along with an update report, is attached and shows that considerable progress is being made on all fronts.

CORPORATE PRIORITIES

4. This report relates to the following Strategic Objectives:

| | | | |
|--|---|---|---|
| Put Chorley at the heart of regional economic development in the central Lancashire sub region | Y | Improved access to public services | |
| Improving equality of opportunity and life chance | | Develop the character and feel of Chorley as a good place to live | Y |
| Involving People in their Communities | | Ensure Chorley is a performing Organisation | |

BACKGROUND

5. During Winter 2006 a decision was made not to contract-out the markets service. However, within the context of the Town Centre Strategy, there was still a recognised need to improve the markets service in order to provide a modern market to cater for today’s needs, and to act as a primary contributor to the vitality and viability of Chorley as a ‘Contemporary Market Town’.

CHORLEY MARKETS UPDATE

6. A Markets Steering Group was formally established in May 2007 involving Elected Members, Council Officers and traders from both the covered and flat iron markets. An Action Plan (contained in Appendix A) was jointly prepared at the first meeting which considered the following:

- Improving the management of the markets
- Providing longer term investment for both the covered and flat iron markets
- Developing proposals for tariffs and market rents
- Considering the layout of the flat iron in relation to Market Walk II
- Attracting extra visitors via coach parties
- Developing a communications and marketing plan

7. The Markets Steering Group has driven forward the delivery of the Action Plan. Progress to date is also shown in Appendix A. Key achievements include:

- An approach to Bury Council (who operate Bury’s ‘World Famous Markets’) for advice in improving the management of the markets
- Commissioning Liberata to design a proposal for improvements to the covered market
- Joint Chorley Markets/Botany Bay brochure produced to attract coach parties
- A communications and marketing plan prepared (contained in Appendix B), along with a Chorley Markets branding

IMPLICATIONS OF REPORT

8. This report is for information only.

There are no background papers to this report.

| Report Author | Ext | Date | Doc ID |
|----------------------|------------|------------------------------------|---------------|
| Cath Burns | 5305 | 18 th September 2007 | *** |