

Title of meeting:	Cabinet Member for Culture, Leisure and Economic Development
Date of meeting:	17 November 2023
Subject:	Markets and Places
Report by:	Ian Maguire - Assistant Director Planning and ED
Authored by:	Rebecca Alexander - Places and Markets Manager
Wards affected:	All
Key decision:	Yes/No
Full Council decision:	Yes/No

1. Purpose of report

To set out the aspirations for city markets

2. Recommendations

That the new Market Strategy and associated 5-year Action Plan (Oct 23) be adopted to provide focus for current activities.

3. Background

Current Market provision is well established and has not updated for some years. Markets are delivered by PCC directly in Commercial Road (Thurs, Fri, Sat) and Cosham (Mon). A commissioned market is delivered monthly by Love Southsea in Palmerston Road.

Additional Christmas Markets (Commercial Road & Palmerston) deliver annually and are commissioned separately.

Occasional specialist markets are delivered in Palmerston Road (Hampshire Farmers, France at Home) but it is recognised there are missed opportunity to increase the diversity of these and the regularity.

The purpose of the Strategy is to pull this work together, providing clear structure to a whole city approach, including the delivery of specialist events such as Southsea Food Festival to increase footfall and income generation opportunities.

4. Reasons for recommendations

Following intensive support from the High Street Task force, specialist input from Market Consultants recommended by NABMA (National Association of British Market Authority) of which we are a member and a review of best practice, the Market Strategy and Action plan is designed to provide focus for the work of the Markets team, to resolve current loss-making position and provide a vibrant and fit for purpose provision.

5. Integrated impact assessment

Completed and attached

6. Legal implications

No legal implications until traders licences are reviewed and these will be dealt with at the time, working with the legal team as a new work request

7. Director of Finance's comments

Purpose of strategy is to increase financial contribution from markets - previous requirements with financial implications have been approved by Director of Finance separately

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Signed by:

Appendices:

- Market Strategy
- Market Action Plan
- Impact Assessment

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

The recommendation(s) set out above were approved/ approved as amended/ deferred/
rejected by on

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Signed by: