



Ryedale District Council

REPORT TO: Community Services & Licensing Committee

DATE: 24 July 2008

REPORTING OFFICERS: Environmental Health Manager
Steven Richmond
Commercial Services manager
Phil Long

SUBJECT: **Malton Market Place – Proposal for Continental Market**

WARDS AFFECTED: **All**

1.0 PURPOSE OF REPORT

To obtain Members' views on a proposal to hold two continental market events on 30/31 August and 12/13/14 December 2008.

2.0 RECOMMENDATIONS

It is recommended that Members:

- a) Support the initiative by providing the market square to the front of St Michaels Church and enter into discussions with the relevant parties over assisting with publicity of the event and provision of dedicated car parking facilities and street cleaning and waste collection for traders.

3.0 REASONS SUPPORTING DECISION

The previous operator of Malton Market staged Christmas markets for a number of years in Malton Market Place and the events has become popular with the public.

Concerns have been expressed over the lack of vitality of Malton Market and general trade in Malton. This initiative is designed to stimulate vitality and trade and hopefully will be enjoyed by residents and tourists alike.

COMMUNITY SERVICES & LICENSING COMMITTEE

24 July 2008

4.0 BACKGROUND

Due to concern of certain Members as to the perceived decline in Malton Market, Members of this Committee had decide to have a round the table discussion on markets at the meeting of the Community Services and Licensing Committee on 24 July 2008. The Environmental Health Manager attended a meeting of the Five Towns on 2 June 2008 to discuss the current condition and potential future for the street markets in Ryedale. As a result of the meeting the Five Towns decide to hold a discussion for all interested parties on markets held on 7 July for views and opinions to feed into the Community Services and Licensing Committee meeting on 24 July.

5.0 INTRODUCTION

The report advises on the initiative by Thrive to hold a continental market in Malton.

6.0 POLICY CONTEXT

The initiative of stimulating interest in markets should contribute to the Corporate Objective of having the opportunity and choice of housing and employment for all.

7.0 REPORT

“Thrive” was set up by a group of Malton and Norton residents to help promote the towns in a bid to make them prosperous and entertaining places to live. Successes so far include the promotion of the “Dickens” connection in Chancery Lane, Malton and Art Explosion weekend. A full programme of events is planned during weekends throughout the summer. Thrive also lobbies on various topical issues such as Malton Town Centre Strategy, the sports centre and the cattle market. This particular initiative is being promoted by Councillor Dinah Keal, who is a member of Thrive and the Community Services & Licensing Committee.

The proposal is to run the first market on 30/31 August, followed by a Christmas one on 12/13/14 December.

The proposed operator is Traditional Markets Ltd. Details of the markets are available on their website www.traditionalmarket.co.uk

The traders will come from the Continent to sell authentic quality food from their respective countries wearing their local costume. Traders come from France, Holland, Belgium, Germany, Italy, Poland, Turkey and Spain. The company do not charge anything to attend but there are some essential requirements for a successful event (The responsibility for the cost of the following tasks can be discussed as appropriate)

- Preferably a good town centre location with existing footfall: market square or suitable pedestrian street, but car park or road closure can be a possibility too.
- Power supply availability for lighting, refrigeration etc. If none on site, we will bring their own generator.
- Occasional liquor licence to be arranged locally for street tasting and sales.
- Dedicated parking for traders vehicles.
- Pre-publicity utilising local and regional press, radio and television for coverage.
- Organised street cleaning and refuse collection.

To ensure the success of the venture, past experience has shown the company that those local authorities that undertake some or all of the following have vastly improved the response to the market:

- Sponsorship and involvement of local connections
- Competitions built into pre-publicity (stall holders will supply goods for hamper prize).

8.0 OPTIONS

Members may support the proposals submitted in whole or in part or not at all.

9.0 RESULT OF OPTION APPRAISAL

The impact of holding a special Continental Market with a variety of extra attractions may help promote both the existing weekly market and Malton businesses, arguably encouraging those who do not regularly visit the market to make more frequent journeys to Malton. Councillor Dinah Keal has spoken to the existing Malton Market operator who has no objection to the proposal.

10.0 FINANCIAL IMPLICATIONS

The costs to the Council of supporting such a proposal would be the loss of income generated for the area designated for the market to take place. This should hopefully however be offset by increased parking by people attracted to the market. There may be cost also associated with providing traders parking, additional street sweeping and refuse collection

11.0 RISK IMPLICATIONS

The Council are not organising this event, and the proposal is that we are merely assisting in its provision by providing facilities and support through publicity. The largest risk is to our reputation if we fail to support enterprise initiatives designed to stimulate business and the local economy.

12.0 CONCLUSION

The proposal for a Continental market is a welcome initiative and should be popular with both residents, businesses and tourists.

Background Papers:

Nil

OFFICER CONTACT: Please contact Steven Richmond, Environmental Health Manager or Phil Long, Commercial Services Manager if you require any further information on the contents of this report. The officers can be contacted at Ryedale House, Malton on telephone 01653 600666 ext. 247 or 477 respectively or e-mail steve.richmond@ryedale.gov.uk or phil.long@ryedale.gov.uk