

Report of the Chief Executive

Markets Review Overview1. Purpose of Report

To give an update of markets performance in relation to the Overview and Scrutiny recommendations made last year. A full report is attached in the **Appendix** and contains further details and 2025/26 action plan.

2. Recommendation

The Committee is asked to NOTE the update to the original recommendations provided by Overview and Scrutiny Committee.

3. Detail

Recommendation	Update	Status
1. To produce an annual market service business plan looking at the performance of the markets, event planning, and revenue forecasts to ensure the market is resourced and supported.	Markets are monitored ongoing, with an annual action plan in place to provide priorities.	Ongoing
2. Explore options of evening markets to increase footfall with the nighttime economy and to link in with events within the Borough.	Research conducted and no further update. At last update - No additional night market to be considered at this time. <i>The night-time economy requires events to support footfall; any markets would be part of an event and usually be food-led.</i> <i>Consulted businesses - Events that have food markets often conflict with night-time economy, causing displacement in visitor spend.</i>	No further action for Markets currently
3. Research the opportunity of holding quarterly stallholder/stakeholder group meetings for feedback, improvements and sharing	Market traders invited to Retail Forum meetings, but no uptake, so agreed best communication method is for Markets Officer to consult with traders onsite at each market/event. Ideas, problems etc. are discussed	Ongoing

ideas. To ensure communication between Stallholders and the Market Officer are improved.	between trader and officer and implemented or taken on board. 2025 end of year survey due to be distributed before Xmas break. Ad-hoc events always include trader feedback surveys. Survey results inform future event/market planning.	
4. To improve advertisements of markets across the Borough including using the Council website, social media, and market trader websites. To promote days and times of the markets and list stall details.	New photography commissioned and completed to support enhanced social media. All information online in process of a new update in partnership with Comms team.	Ongoing
5. Provide the opportunity of a stall for free to Charities, to be booked through the Markets Officer each week.	Can offer this weekly on Mondays only – this day is often undesirable even when offered free. Updating the website, to include this information to share amongst partners when complete.	Ongoing
6. Explore opportunities of promoting Markets in the North of Borough as events rather than weekly markets. This could include themed markets such as vegan, locally produced food, and craft stalls.	Eastwood is a work in progress (update in full report). Engaging external market providers about other locations. Often want sites not owned by Council (e.g. Giltbrook)	Ongoing
7. Explore the opportunities presented through the redevelopment of Victoria Street Car Park, Stapleford Town Deal project, for mixed use opportunities. Ensuring links to, and opportunities for, market developments in the Town Centre and explore other opportunities of further creative spaces across the Borough.	Stapleford update (in full report). Redevelopment will create opportunity to re-establish regular market. Pencil Works will include a space for artisan markets.	Ongoing

<p>8. Increase the market layout within Beeston Square to include other areas of land that Broxtowe own, to create visibility from public transport and provide additional income to the Council where possible.</p>	<p>The removal of the waterhead structure has opened more space on the Square in Beeston and is being used regularly for the use of stalls, thereby increasing the number of stalls and traders. On all, markets/events held in Beeston.</p>	<p>Complete</p>
<p>9. To consider whether the Council should increase the permit charge of hiring Beeston Square to the Beeston Farmers Market or to explore options of bringing the Saturday market in house and generate additional income into the Council.</p>	<p>Introduced in Jan 2024 and new charging structure for pitches and Square hire from Jan 2025 in place (Jan 2026 pending), along with Gazebo hire. Annual reviews in place.</p> <p>The Farmer's market was brought in house last year and is going from strength to strength.</p>	<p>Complete</p>
<p>10. To consider the possibility of using empty building within town centres into pop up shops/restaurants and creative spaces as an indoor market concept.</p>	<p>Research conducted and no further update.</p> <p>At last update - Indoor pitch values will not cover cost of rent, rates, and utilities, so not viable.</p> <p><i>Other considerations:</i></p> <ul style="list-style-type: none"> - <i>Vacant shops action planning, part of wider Economic Development work. Meanwhile use/indoor market is only one solution.</i> - <i>Pop-up shop/restaurant owners usually cannot afford market rents or rates. Landlords will not reduce rents (reduces value of asset). Can only provide rate relief if RV<12k or charities. Other factors – fit out, staffing, returning premises back, not worth risk to landlords.</i> - <i>Not all vacant shops are available – has interest/under offer (natural market churn),</i> 	<p>No further action for Markets currently</p>

	<i>under redevelopment. Absent landlords (need different type of intervention).</i>	
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4. Financial Implications

Not applicable.

5. Legal Implications

Not applicable.

6. Human Resources Implications

Not applicable.

7. Union Comments

Not applicable.

8. Climate Change Implications

Not applicable.

9. Data Protection Compliance Implications

This report does not contain any OFFICIAL(SENSITIVE) information and there are no Data Protection issues in relation to this report.

10. Equality Impact Assessment

Not applicable.

11. Background Papers

Nil.