

The Establishment of Markets in Swindon Town Centre

Licensing Committee

Date: 9th July 2013

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| Author: | Head of Public Protection & StreetSmart |
| Wards: | Central |
| Locality Affected: | Central Locality Area |
| Parishes Affected: | None |

1. Purpose and Reasons

- 1.1 To appraise the Licensing Committee of the response to formal public consultation relating to markets in Swindon Town Centre following the Licensing Committee's resolution of the 6th December 2012.
- 1.2 To review and agree the provision of markets in locations within the town centre.

2. Recommendations

The Committee is recommended to:

- 2.1 Review the results of the public consultation relating to establishing markets in the town centre as set out in Appendix A.
- 2.2 Agree the provision for markets in the Town Centre. Any decision of the Committee to amend the current Street Trading Prohibition Order would require adoption by Full Council. Until any such change is agreed the existing regulations remain in force.

3. Detail

- 3.1 On the 6th December 2013 the Licensing Committee resolved "(1) That the options set out in the report for street trading in the town centre be noted. (2) That officers be authorised to undertake consultations on the removal of the prohibition in all or some of the streets in the town centre to re-designate these streets as consent streets with a condition limiting trading to specific times and dates or to weekly or themed markets with such other conditions as may be approved by this Committee. (3) That, following the consultation set out in (2) above, officers submit a further report to this Committee setting out the results of the consultation, proposals for the re-designation of streets to consent street status and a detailed street trading policy for approval prior to formal advertisement of any proposed changes.
- 3.2 On the 7th and 8th February 2013 a public consultation took place in the Central Library and Brunel Shopping centre to establish what desire there was for markets in the town centre. The consultation determined five locations of a possible market, these being The Old Post Office Site, The Parade, Canal Walk, Havelock Square, Outside the Town Hall, Wharf Green and Fleet Street/Bridge Street.

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- 3.3 The consultation also sought to determine what type of market the public would like to see in the town centre. The options were a Weekly General Market, a Weekly Food Market, a Themed Market, a Christmas Market, a Monthly Car Boot Sale and Other.
- 3.4 186 people took part in the consultation process, 177 of which supported a market in the town centre, with only two opposed to a market.
- 3.5 The consultation indicated a clear appetite for markets in the town centre and the committee may wish to determine the provision of three types of markets
 - 3.5.1 A weekly market, either general or just food.
 - 3.5.2 A Christmas market and
 - 3.5.3 Themed markets
- 3.6 On that basis the Licensing Committee resolved;
 - 3.6.1 That the options for the establishment of markets, be approved for consultation within the following streets, Canal Walk, Havelock Square, Havelock Street, Fleet Street, Regent Circus, Cenotaph and Bridge Street and that Officers be authorised to advertise the proposal that these streets are redesignated from Prohibited Streets to Consent Streets for the purpose of Street Markets.
 - 3.6.2 That further to the above, and following the conclusion of a statutory 28 day consultation period, a further report be submitted to this Committee on 9th July 2013, setting out the results of the consultation and setting out recommendations for the redesignation of streets within the town centre for the purposes of the establishment of a street market.
 - 3.6.3 That, further to (3.6.1) above, the Head of Public Protection and Streetsmart be requested to prepare a report setting out (a) Street Market Trading Policy and Service Level Agreement, (b) a Fee Structure for Street Markets, and (c) a review of logistical requirements required for street markets including access to an electricity supply and a review of street furniture within the consultation streets.
- 3.7 The advertisement in appendix A was placed in the Swindon Advertiser on Tuesday the 4th of June 2013. Further the consultation was displayed on the Council's website.
- 3.8 Two responses have been received. These are contained in Appendix B.
- 3.9 A meeting has been arranged on the 2nd July 2013 between the Councillors Dickinson, Faramazi and Perkins, the Head of Public Protection and StreetSmart, the Licensing Manager, Legal and the Managing Director of InSwindon in order to

Further information on the subject of this report can be obtained from Philip Thomas, 01793 466146, pthomas@swindon.gov.uk.

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establish a policy for Street Markets in the town centre.

4. Alternative Options

4.1 None

5. Implications, Diversity Impact Assessment and Risk Management

Financial and Procurement Implications

5.1 None, any costs associated with consultation will be met within existing budgets.

Legal and Human Rights Implications

5.2 To remove the prohibition will permit any trader to seek street trading consent in the town centre.

All Other Implications (including Staff, Sustainability, Health, Rural, Crime and Disorder)

5.3 None

Links to One Swindon, Strategic Objectives, Plans and Policies

5.4 One Swindon Priority - We can all benefit from a growing economy and a better town Centre.

Diversity Impact Assessment

5.5 None required

Risk Management

5.6

6. Consultees

6.1 The Board Director Finance, Revenues, Benefits and Property (Section 151 Officer) and Director of Law and Democratic Services (Monitoring Officer) are consulted in respect of all reports.

7. Background Papers

7.1 None

8. Appendices

8.1 Appendix A – Copy of the advertisement in the Swindon Advertiser

8.2 Appendix B – Responses to the public consultation.