

CABINET MEETING: 2 APRIL 2014

**CABINET RESPONSE TO THE REPORT BY THE ECONOMY
AND CULTURE SCRUTINY COMMITTEE ENTITLED “CARDIFF
CENTRAL MARKET AND HISTORIC ARCADES”**

**REPORT OF DIRECTOR OF ECONOMIC DEVELOPMENT
AGENDA ITEM: 2**

PORTFOLIO: LEADER (ECONOMIC DEVELOPMENT & PARTNERSHIPS)

Reason for this Report

1. To respond to a report published by the Economy and Culture Scrutiny Committee in October 2014 entitled “Cardiff Central Market and Historic Arcades”.

Background

2. As a part of the Economy and Culture Scrutiny Committee work programme for 2013/14, the Committee agreed to consider Cardiff Central Market and Historic Arcades. The scope of the scrutiny was to provide an overview of Cardiff Central Market and the historic arcades in the city centre, and builds upon the findings of the ‘Small Business’ Inquiry published in January 2014 and the ‘Higher Education Innovation in Cardiff’ short scrutiny published in November 2013. The Economy and Culture Scrutiny Committee recognised the important offer that the independent retailers and small businesses within the Historic Arcades and Central Market bring to the city centre shopping experience, and hope this report will support the growth of this sector.
3. The following issues were examined during this short scrutiny exercise:
 - Understanding the Council’s role in running and supporting Cardiff Central Market and the city’s historic Arcades
 - Understanding the importance of Cardiff Central Market and the Arcades to the local economy
 - Exploring options for the future of Cardiff Central Market
 - Reviewing good practice from other local authorities in their management and promotion of Markets and Arcades
 - Reviewing public opinion and awareness of Cardiff Central Market and Arcades
 - Understanding the views of market stall holders and arcade store owners.

- Understanding the implications of establishing a Business Improvement District proposed for Cardiff Council, and the impact this will have for Central Market and the Arcades.

Issues

4. The report recognised the important role that Cardiff Central Market and the historic arcades play in supporting the local economy.
5. The report made 26 key findings under the following ten headings: Cardiff Historic Arcades, Cardiff Central Market, Impact of City Centre Developments, Market Issues – Maintenance/Investment, Market Issues – Tenant Relations, Market Issues – Potential Improvements, Promotion and Signage, Arcade Relationships, Local Currency and Good Practice and previous Inquiries.
6. The report makes 17 recommendations, the majority of which have been fully or partially accepted. Full details of the recommendations and response are contained in Appendix A.

Reason for Recommendations

7. To enable the Cabinet to respond to the report published by the Economy and Culture Scrutiny Committee.

Financial Implications

8. Any relevant financial implications will be identified and considered as part of the work to progress the responses to the recommendations that are accepted. It should be noted that the financial position of the Council is challenging over the medium term and therefore any proposals which require additional resources would need to be considered within the overall financial position of the Council.

Legal Implications

9. Any relevant legal implications will be identified and considered as part of the work to progress the responses to the recommendations that are accepted.

RECOMMENDATION

Cabinet is recommended to agree to the response to the recommendations as set out in Appendix A.

NEIL HANRATTY

Director

27 March 2015

The following appendices are attached:

Appendix A: Cabinet Response to the Report by the Economy and Culture Scrutiny Committee into “Cardiff Central Market and Historic Arcades”

The following background papers have been taken into account

October 2014 report published by the Economy and Culture Scrutiny Committee entitled “Cardiff Central Market and Historic Arcades”.

Cabinet Response to the Report by the Economy and Culture Scrutiny Committee into “Cardiff Central Market and Historic Arcades”.

Cabinet welcomes the findings of the Economy and Culture Scrutiny report into Cardiff Central Market and the Historic Arcades. A response to each of the recommendations is set out below. It should be noted that the City of Cardiff Council will endeavour to put in place the recommendations below but will be restricted by budgetary and resource pressure. Subsequently the services provided will need to become more focussed and targeted on those areas that can have the greatest impact in terms of supporting Cardiff Central Market and the historic arcades.

R1. Ensures that the Council develops a vision for Cardiff Central Market, with appropriate improvement strategies and business plans in place to support the achievement of this vision, and puts in place appropriate management arrangements to drive and coordinate improvements. These improvements must be co-produced with involvement of market traders and respond to the demands of the public.

Response: This recommendation is accepted

A new vision is being developed with the market traders. We are also undertaking a review of how the market is managed which will consider all the recommendations of the Scrutiny Report and would put in place appropriate arrangements to drive continued improvement.

R2. Develops a performance framework for Cardiff Central Market management to report progress within the Market, and provides a performance report to Scrutiny on an annual basis.

Response: This recommendation is partially accepted

As noted above, we are undertaking a review of how we manage Cardiff Central Market which will consider all the recommendations of the Scrutiny Report. As part of the review of management arrangements we will also improve the branding, marketing and vision for the market through the development of a new website.

Our performance framework will also be improved through the changes that have taken place in the investment estate performance monitoring, including the introduction of fitness for purpose assessments for the investment estate. We will also continue to work with NAMBA (National Association of British Market Authorities).

R3. Continues to work towards a resolution of the ongoing dispute with tenants within Cardiff Central Market, reaching an agreement that will allow for the development of a collaborative vision for the future of the Market.

Response: This recommendation is accepted

We are currently working pro-actively with all tenants and their representative body, the CCMTA (Cardiff Central Market Traders Association) to resolve a number of historic disputes that have been ongoing for a considerable period of time. Significant progress in this respect has been made. It is essential these issues are positively resolved to enable us to develop a cogent sustainable vision for the future of the Market.

R4. Addresses the maintenance issues that exist within Cardiff Central Market, demonstrating that the Council recognises the importance of the building from a tourism and heritage perspective.

Response: This recommendation is partially accepted

We are currently working to address the maintenance issues that exist within the Market, but need to operate in consideration of the level of funding available. To that extent will we explore options to work with organisations with specialist expertise to look at how we can maximise the impact of the building from a heritage and tourism perspective.

R5. Ensures the Council opens dialogue with stall holders within Cardiff Central Market regarding the potential to alter opening hours and days of business for Cardiff Central Market, and explores opportunities to trial new working arrangements.

Response: This recommendation is accepted

We are working, through our market review, and discussions with stall holders to consider the viability of alternative opening hours.

R6. Ensures a review of the byelaws in place for Cardiff Central Market is undertaken, ensuring these byelaws provide flexibility for changes management may wish to make and

allow appropriate levels of fines for enforcement of market operating rules.

Response: This recommendation is partially accepted

Officers are working with the Council's legal team to look at how byelaws can be used to support the management of Cardiff Central Market. Initial advice, however, suggests that the use of Byelaws may be a costly and time consuming way of managing relevant aspects of Cardiff Central Market.

R7. Enforces the 'blue line' demarcation in a consistent manner throughout Cardiff Central Market, and reviews NABMA case studies to develop operational guidelines to address such encroachment.

Response: This recommendation is accepted

Measures have already been taken to ensure full enforcement of this provision.

R8. Supports the Love Your Local Market campaign and uses the opportunity to run events that celebrate Cardiff Central Market, independent traders and local traders.

Response: This recommendation is accepted

Officers have explored the potential to support the Love Your Local Market campaign, how this and other campaigns can be used to promote Cardiff Central Market and other traders including pop-up shops and meanwhile use operators. This provides an opportunity for market traders to work pro – actively with this Campaign and other events to fully exploit the potential.

R9. Explore the opportunity to arrange work experience placements with traders within Cardiff Central Market, with a view to encourage a new generation of independent traders and business owners, and explore the possibility of dedicating stalls to new traders or start-up businesses who want to gain retail experience.

Response: This recommendation is accepted

We will work with Market traders and schools to explore the development a programme of work experience opportunities in the Market which will look to support both the development of retail and customer relations skills for young people in Cardiff, as well as providing an opportunity for young people to experience and potentially explore future careers within the sector. We will

explore the possibility of providing dedicated 'incubation' stalls for a two year period for new traders or start-up businesses, however this will need to be done within any proposed new business model, and with the support of current market traders.

R10. Increases city centre wireless internet coverage to allow for free internet access within Cardiff Central Market.

Response: This recommendation is accepted

Free wireless has been installed as part of the Superconnected Cities project, and is now available for public use in Cardiff Central Market.

R11. Explores options to address the decline in footfall at the Castle end of the city centre. This should include reviewing the buses that stop on Castle Street (inbound), the location of pedestrian crossings and exploring options for reintroducing a limited number of buses along St Mary Street.

Response: This recommendation is partly accepted

We will review options to address declining footfall at the Castle end of the city centre, which may also include looking at how a Business Improvement District could support activities.

R12. Reviews the Council's current promotional activities for Cardiff Central Market and the historic arcades, particularly from a tourism point of view, and explores opportunities to promote the unique links to the history of the city that these destinations provide.

Response: This recommendation is accepted

We look to build this work as part of our Business Improvement District proposals that we have commissioned consultants to begin work on from the Spring of 2015 onwards. We will also look, through the new Tourism Strategy for Cardiff to build on the city's heritage assets to build a better offer for tourists.

R13. Explores the opportunity to promote individual historic arcades, independent stores, and Cardiff Central Market via the Council's social media outlets and the city centre big screens.

Response: This recommendation is accepted

As above, we look to build this work as part of our Business Improvement District proposals that we have commissioned consultants to begin work on from the Spring of 2015 onwards. We will also use the Visit Cardiff brand to promote individual historic arcades, independent stores, and Cardiff Central Market.

R14. Undertakes a review of Council maintained city centre way finders to ensure that the historic arcades and central market have equitable promotion.

Response: This recommendation is accepted

As above, we look to build this work as part of our Business Improvement District proposals. Furthermore we will also explore how smart city approaches can improve city wayfinding.

R15. Engages with the new owners of the Castle Quarter arcades, developing a relationship that will encourage the creation of a shared vision, and joint initiatives, for the Castle end of the city centre.

Response: This recommendation is accepted

Discussions are ongoing with the new arcade owners. As above, we will also look to build this work as part of our Business Improvement District proposals

R16. Is supportive in the development of a local currency in Cardiff and explores the requirements necessary for a local currency to be accepted in payment of business rates, Council tax and other services.

Response: This recommendation is partially accepted

The Council is aware of the potential opportunity of a loyalty based scheme for businesses in the city and will work with the Business Council to explore whether there is a suitable scheme that business in Cardiff could adopt. This involves looking at schemes such as the Bristol Pound, exploring the potential of loyalty schemes, the development of a time banking programme as well as looking to introduce a new 'Cardiff Card'.

R17. Explores parking options within the city centre that will encourage increased numbers of visitors to

***Cardiff Central Market or independent
retailers in the city centre.***

Response: This recommendation is not accepted

There is limited scope for us to increase on-street parking within the city centre, and our current view is that it is preferable for us to support more sustainable methods of transport.