

Report

Cabinet Member for Regeneration and Housing

Part 1

Date: 3 May 2018

Subject St Pauls Walk Day Market

Purpose The purpose of this report is to advise the Cabinet Member of the latest developments at St Pauls Walk and to seek approval for a monthly day market.

Author Project Manager

Ward Stow Hill

Summary St Pauls Walk is a newly created public space at the lower end of Commercial Street. Two vacant buildings were demolished to open up a new public space funded by the Welsh Government's Vibrant and Viable Places scheme. This improved the street scene and image of the area, offering a new green walkway from Commercial Street through to the Dolman Theatre and Friars Walk. It complements the aim of the Vibrant and Viable Places project to 'connect Commercial Street' with other parts of the City.

The space has been designed to provide an outdoor events area in the City Centre suitable for a market. The Community Interest Company, Cotyledon is interested in hosting a monthly day market on St Pauls Walk to promote local produce and hand-made items. The market will 'activate' the area, further enhance the redevelopment and increase footfall at the lower end of Commercial Street.

Proposal To host a monthly day market at St Pauls Walk

Action by Head of Regeneration, Investment and Housing

Timetable Immediate

This report was prepared after consultation with:

- Strategic Director, Place
- Head of Regeneration, Investment and Housing
- Head of Law and Regulations – Monitoring Officer
- Head of Finance – Chief Finance Officer
- Head of People and Business Change
- Regeneration Manager
- Development & Regeneration Manager
- Licensing Manager
- Business Improvement District Manager
- Festival and Events Officer
- News and Editorial Officer

Signed

1. Background

- 1.1 St Pauls Walk runs between the lower end of Commercial Street and Kingsway, providing a link between the two areas and access to Friars Walk, Kingsway shopping centre and the Dolman Theatre. The demolition of the empty buildings created light and space in an area which suffered many years of neglect. The area has been designed with a space suitable for holding events such as a market. It has vehicle access from Kingsway (via Fothergill Place) and pedestrian access from Kingsway and Commercial Street. The regeneration works were completed in April 2017.
- 1.2 It is proposed that a monthly day market is held on St Pauls Walk between 10am and 4pm. Initially the market will be a pilot event held on Saturday 31st March, Saturday 21st April and Saturday 26th May 2018. If the market is a success it is proposed that it will continue throughout the summer on Saturday 30th June, Saturday 28th July and Saturday 25th August 2018 and onto 2019 if the public demand.
- 1.3 Cotyledon Business and Management CIC will provide the market along with management, security and health and safety on the day. There will be approximately 15 stalls per market with traders selling a mixture of food, non-alcoholic drinks and handmade items, similar to the monthly market at Friars Walk, which is also provided by Cotyledon. The Council will have some control over the type of trader and can request a particular type if required. Cotyledon has a wealth of experience managing markets and will ensure the correct trader is present. Their aim is to promote local produce and local people whilst creating a community hub within a relaxed, welcoming atmosphere.
- 1.4 Cotyledon will be the Event Manager and will therefore have responsibility for the Event Management Plan including:
 - All risk assessments
 - Public liability insurance checks
 - Food hygiene certificate checks
 - Method statements (dependent on produce sold)
- 1.5 The aim of the market is to create an opportunity for small local business to test the market and provide a safe, family friendly outdoor environment. St Pauls Walk has been designed with disabled access throughout, there are no steps or areas of restricted viewing and the gradient of the footway is DDA compliant; it is fully open-plan with low walls and CCTV cameras to ensure the safety of visitors.
- 1.6 St Pauls Walk Market would have a unique brand identity. It would be promoted via social media, websites, staff newsletters, Newport Matters and other local Cotyledon markets, such as the Friars Walk and Belle Vue Park markets, at no additional cost.
- 1.7 A survey was held on Newport Transport buses between 24th November 2017 and 24th December 2017. Respondents completed the survey in order to receive free Wi-Fi whilst travelling on the bus. 8,716 people completed the survey, of which 25.84% were aged 18 - 24 years old and 51.85% were female. Over 60% of respondents would like to see more outdoor events held in Newport.

2. Financial Summary

- 2.1 Cotyledon will provide the market at no cost to the Council. Toilets and welfare facilities are not required as visitors will be shopping and moving through the market rather than spending time eating and drinking in the area. Cotyledon and all traders have public liability insurance. The Street Trading Licence which will be applied for by Cotyledon will be split between the traders through their pricing structure. There will be a small initial cost for banners and signage which will have changeable text for each market at no additional cost.

	Year 1 (Current) £	Year 2 £	Year 3 £	Ongoing £	Notes including budgets heads affected
Costs	£110.00 for Banners & Signage				The cost of the banners and signage will be funded through the interest gained via the loan agreement on the King's Hotel. Currently, the budget remaining in this fund is £X and must be committed before the end of the FY 2019/20
(Income) Net Costs (Savings)					
Net Impact on Budget	£110.00				

3. Risks

- 3.1 One of the risks is lack of sufficient footfall to make the market financially viable for traders. This is mitigated by the market being tested over a three month period and being delivered at no cost to the Council apart from a small initial cost for signage provision. The markets will be promoted via various platforms to ensure wide coverage.
- 3.2 There is a risk of disruption in this area. This is mitigated by Cotyledon managing the market on the day including providing security for traders. The day market will not include music or entertainment so there will be no impact arising due to noise for local residents. If this is not the case, then Cotyledon as managers will accept responsibility for dealing with any issues arising whilst the market is running
- 3.3 From an inverse perspective, there is a risk to the Council if the market is not permitted. Whilst the area was initially welcomed and praised by visitors to the City Centre, the issues in this area are well documented and unfortunately the lack of events usage has seen the area misused for Anti-social ends. It has been targeted by vandals and persons misusing drug and alcohol within the centre of Newport and increasing the use of the site for its intended beneficial purposes will help to challenge these behaviours. The presence of the security provided by Cotyledon will help mitigate any such issues arising on the day.
- 3.4 Finally, in the event of adverse weather conditions or weather warnings when the market is due to be held, the market will be cancelled and potential visitors informed via social media and websites.

Risk	Impact of Risk if it occurs* (H/M/L)	Probability of risk occurring (H/M/L)	What is the Council doing or what has it done to avoid the risk or reduce its effect	Who is responsible for dealing with the risk?
Lack of footfall	M	M	Market being piloted over three months initially and promoted as widely as possible	Project Manager
Disruption to the area	H	M	An agreement will be made with Cotyledon for the market to managed	Event Manager (Cotyledon)

			effectively.	
Anti-Social Behaviour	M	H	The Council can encourage greater use of the site by promoting events such as the day market. On-site security will be provided by Cotyledon on the day.	Event Manager (Cotyledon)
Adverse weather conditions	H	M	The market will be cancelled and potential visitors informed via social media and websites.	Project Manager and Event Manager (Cotyledon)

4. Links to Council Policies and Priorities

- 4.1 This project will add value to the Council's strategic Priorities and Policies for the continued regeneration of the City Centre. City development and regeneration remains one of the Place priorities under the Improvement Plan. A significant amount of redevelopment has taken place in the area around St Pauls Walk and this project will further enhance the area.
- 4.2 The project will support the Council's Single Integrated Plan 'Feeling Good About Newport'. The market will improve the image of the city and the city centre. It will contribute to designing out crime in the city centre, by reducing the areas for anti-social behaviour and in turn assist in creating a smarter city.
- 4.3 Encouraging new business presences within the City Centre, proving opportunities for local entrepreneurship and developing and broadening the city's programme of events all help contribute to the 'Thriving City' objective of the Council's 2017-22 Corporate Plan.
- 4.4 Finally, this project will complement the work carried out in the area under the Vibrant and Viable Places Scheme and assist in the regeneration of the lower end of Commercial Street to be an attractive place to live, work and visit. It will mutually complement and add value to current proposals to site a mural designed by local school children within the area.

5. Options Available and considered

- 5.1 To use the area of St Pauls Walk for the purpose it was designed and increase footfall in the lower end of Commercial Street. A number of outdoor events have been considered and this option enables us to trial an event before committing to it. It is deliverable at minimal cost to the Council and will help challenge the growing Anti-social behaviour issues in the area.
- 5.2 Not to have a market and to seek alternative uses for St Pauls Walk.

6. Preferred Option and Why

- 6.1 To use the space at St Pauls Walk for a monthly market. This project will make a significant difference to the footfall in St Pauls Walk and the surrounding area by complementing the regeneration work already completed. It will assist in the regeneration of the area and in turn encourage the continuation of investment. Ancillary benefits include the positive impact it will have on local businesses, who will benefit from the increased footfall into that part of the City Centre.

7. Comments of Chief Financial Officer

- 7.1 The provision of a monthly day market in the City Centre will be financed and managed by an external provider so will have no direct financial impact on the Council other than a minimal payment needed for banners and signage which will be funded through the interest gained via the loan agreement on the King's Hotel. The market would have a positive impact on the local economy and as such contributes to the "Thriving City" objective of the Council's 2017-22 Corporate Plan.

8. Comments of Monitoring Officer

- 8.1 The proposed temporary market will require a street trading consent from the Council in accordance with the Local Government (Miscellaneous Provisions) Act 1982, as this area of public realm will constitute a "consent street" for the purposes of the legislation. Therefore, if the Cabinet Member is minded to allow the use of this area for a temporary market, the operators will still need to satisfy the requirements of the Council's Street Trading Policy and meet the conditions for a street trading consent. Under the terms of the revised policy, a composite and reduced fee would be payable by the organisers of the market and reduced fees charged to each of the stallholders, in order to encourage markets of this nature which improve footfall within the City Centre. The operators would be required to take full responsibility for the safety and management of the market any indemnify the Council accordingly.

9. Comments of Head of People and Business Change

- 9.1 St Paul's Walk is a recent regeneration site which has improved public space in the lower Commercial Street area. However there have been recent reports of low level anti-social behaviour and in particular street drinkers congregating in the area. This has been discussed with partners on the Safer City Centre Group who were particularly supportive of locating organised activities in the area to discourage ASB and to use the site to its full potential. The site also benefits from attractive, high quality design and public realm and is potentially a good location for trade and community events, and the proposal for a regular street market is strongly supported. It is noted that the project team made use of the 'bus wifi' survey capability and as such has engaged with a large audience with a young demographic profile.

10. Comments of Cabinet Member

- 10.1 Cabinet Member has approved the report.

11. Local issues – Comments of Ward Member

- 11.1 Councillor Migdad Al-Nuaimi - I am fully supportive of the proposal for a market Day at St Paul's Walk. Such an initiative will help in increasing interest in this part of the city centre and enhances further its regeneration.
- 11.1.2 However I think in creating the market day, consultations should be held with the Market Traders Association (MTA) about this initiative., I'm aware the MTA have now a new committee, which is interested in supporting new initiatives to help increasing the footfall throughout the city centre generally and in raising cooperation with other independent traders in the city.

Response

Many thanks for your suggestion. I can confirm that we had already instructed Newport Norse to liaise directly with traders at the Market as part of the development of this event, alerting them to the opportunity. There is interest – one of the butchers with a permanent presence in the market

is going to be joining us at St Paul's for example. We hope that more will join us, and we will certainly liaise with the MTA now it is more formally constituted.

12. Comments of Non-Executive Members

Councillor Matthew Evans

I wish to strongly object to this proposal which would be a kick in the teeth for the market traders. I have no objection to events being held there but the traders in the city centre need all the help they can get. Surely it would be far better for them to utilise the upstairs of the market where toilet facilities are provided and they wouldn't have to worry about inclement weather? It would also increase footfall there, rather than at the far end of the city centre which would put them in direct competition.

Response of CM for Regeneration & Housing

Dear Councillor Evans

Thank you for your comments which have been duly noted.

The market at St Pauls Walk is an initiative to increase footfall in the lower end of Commercial Street. St Pauls Walk was designed to connect Commercial Street with other parts of the city, create a green, open space in a densely populated area and a new venue for markets / outdoor events. The traders at Newport Indoor Market were offered a stall at St Pauls Walk Market and one had accepted. The first Market day is scheduled for the 2nd June 2018 and again all stall holders at Newport Indoor Market will be offered a stand. The temporary market would be an opportunity to promote their permanent market stall to a new audience.

Councillor Charles Ferris

I'd like to support the proposal. It's an imaginative and bold initiative that I hope works adding vibrancy to an area that has been in decline.

Councillor Tracey Holyoake

Cotyledon has a wealth of experience managing markets, while promoting local produce this will create a community area family friendly outdoor environment, all built around need and a welcoming atmosphere. With responsibility lying firmly with Cotyledon in regards to. Risk Assessment, Public liability, Food Hygiene Checks it will have very little Cost impact to Newport City Council, apart from the cost of the banners.

Traders can bring a wide variety of food, drink and handicrafts which attracted huge crowds of investigative shoppers who are looking for something different.

The main advantages of the pop up market stall in the area means that Anti-social behaviour would be Dispersed. However, I do worry to what area they would be driven too. The stores are very quick to erect and dismantle, this allows the trader to spend much more time on their product display.

Market Operators can create a uniformity of size and style that was virtually impossible with the traditional style stalls. There is no doubt that the manufacture and purpose of pop up market stalls has had a huge impact on the viability and continuing success of many markets. With farmers markets emerging and using pop up market stalls and the call to buy locally sourced and home grown produce, the market place has transformed itself into a 21st century business model.

I fully support the need to try new things within the City Limits, this can only be beneficial to an otherwise target of Anti-Social behaviour it would be nice to see the area used as it is intended to be, with the added benefit of Security provided by Cotyledon.

Response of CM for Regeneration & Housing

Cllr Holyoake thank you for your comments they are noted and welcomed.

Councillor Joan Watkins

Excellent initiative Happy to support.

13. Scrutiny Committees

12.1 N/A.

14. Equalities Impact Assessment and the Equalities Act 2010

13.1 The Equality Act 2010 contains a Public Sector Equality Duty which came into force on 06 April 2011. The Act identifies a number of 'protected characteristics', namely age; disability; gender reassignment; pregnancy and maternity; race; religion or belief; sex; sexual orientation; marriage and civil partnership. The new single duty aims to integrate consideration of equality and good relations into the regular business of public authorities. Compliance with the duty is a legal obligation and is intended to result in better informed decision-making and policy development and services that are more effective for users. The developments proposed will improve the physical environment of the city centre for all users, and it is therefore considered that the development would have a positive impact. The area has been designed to be fully accessible to visitors regardless of mobility issues and will therefore be inclusive in terms of participation in the proposed event.

15. Children and Families (Wales) Measure

14.1 Targeted consultation was carried out via the Newport Transport bus Wi-Fi facility and it is noted that a significant proportion of respondents were aged under 24. It is hoped that the market will add vibrancy to the area and encourage its use by children, young people and families in particular.

16. Wellbeing of Future Generations (Wales) Act 2015

15.1 The Well-being and Future Generations (Wales) Act seeks to improve the social, economic environmental and cultural well-being of Wales. Public bodies should ensure that decision take into account the impact they could have on people living in Wales, in the future. The 5 main considerations are:

Long term: Funding regeneration schemes in the short term will enable the local economy to grow and sustain jobs and in the longer-term, leading to a more prosperous and resilient Newport with cohesive communities and a more prosperous Wales. It will enable local traders to tap into the opportunity to trade in the city centre.

Prevention: Regeneration will prevent further decline in key parts of the City. At present, the area is targeted for those participating in Anti-social behaviours and encouraging more beneficial uses of the site will help to prevent such behaviours occurring.

Integration: Improving the physical environment will make the City more attractive to investors and residents. The site is fully accessible and available at minimal cost. The event will help create more resilient and cohesive communities who are well served by local amenities and goods.

Collaboration: The space at St Pauls Walk was funded by the Welsh Government. Reducing crime and Anti-social behaviour in the city centre will assist local Police and Health services.

Involvement: The recommendations in this report have been developed in response to consultation with local residents across a range of backgrounds, and their participation in this proposal will help to promote a resilient Wales with sustainable and cohesive communities.

The proposal is in line with the Council's well-being objectives published in March 2017. Specifically, these proposals contribute to the following well-being objectives:

"Promote economic growth and regeneration whilst protecting the environment"

"To enable people to be healthy, independent and resilient"

"To build cohesive and sustainable communities"

17. Crime and Disorder Act 1998

- 16.1 Section 17(1) of the Crime and Disorder Act 1998 imposes a duty on the Local Authority to exercise its various functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent, crime and disorder in its area. Regeneration has been shown to reduce the impact and incidence of crime and anti-social behaviour. Though designed as a pleasant open space within the densely developed City Centre, and with the potential to host events specifically in mind, St Pauls Walk is currently targeted by those engaging in Anti-social behaviour whilst it is under-utilised for these intended purposes. Increasing the intended uses via events such as the Day Market will therefore reduce opportunity for crime and disorder, and improve public safety in the city centre.

18. Consultation

- 17.1 Comments received from wider consultation, including comments from elected members, are detailed in each application report in the attached schedule.

19. Background Papers

- 18.1 N/A

Dated: 3 May 2018