



Belfast City Council

Report to:	Development Committee
Subject:	Markets Update
Date:	15 Sept 2010
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives, ext 3459

Relevant Background Information

This report comprises of the following 3 items:

1. Unit Lettings at Smithfield Market

The Development Committee at its meeting on 22 September 1999 granted the authority for the Director of Development, in consultation with the Chairman of the Development Department, to approve the terms of future lettings, subject to those terms being reported retrospectively, to the Development Committee.

2. St George's Sunday Market

Members will be aware of a report taken to Committee in April 2010 requesting permission to operate a Sunday Market in St George's Market. Permission was granted by Council in June for a trial of 3 months, commencing July and ending September 2010.

3. Council Markets Policy

Members will be aware of a report taken to Committee in June 2010 regarding Council's need for a Markets Policy. Meetings have taken place involving a number of departments within the Council and a draft Markets policy has been drawn up. Work is ongoing to complete the Markets Policy with a final report being due for presentation to Committee in October 2010.

Key Issues

1. Lettings in Smithfield Market

The Committee is asked to note the letting of 2 units in Smithfield Market agreed under the delegated authority of the Director of Development, in consultation with the Chairman of the Development Department:

Units 1 – Smithfield Market – Watch Seller & Repairs

Tenant : Desmond McKenna
 2 Mulroy Park
 Belfast
 BT11 HY

Unit Size: 175 sq ft Ground Floor

Proposed Use: Watch repairs & sales

Terms: £240.00 per month

Unit 30/31 – Smithfield Market. – Personalised Goods (Tee shirts, children's clothing, work clothes, sweatshirts etc)

Tenant : Alan Copeland
 12 Peartree Hill
 Comber
 Dundonald
 BT16 1AX

Unit Size: 575 sq ft Ground Floor
 150 sq ft Mezzanine First Floor

Proposed Use: Retail Personalised Products

Terms: £1000.00 per month

Decision Tracking

There is no decision tracking attached to this report item.

2. Sunday Market Review

Members will be aware of a report taken to Committee in April 2010 requesting permission to operate a Sunday Market in St George's Market. Permission was granted by Council in June for a trial 3 months, starting 4 July, the trial period ends 26 September 2010.

Although starting at a traditionally quiet period for markets in Northern Ireland, due to summer holidays and other summer events held throughout the region, the market has performed comparatively well.

A recent footfall count showed that an average of 2000 people visited the Sunday market.

Stalls allocated each Sunday have been over the required number to cover operational costs with an average weekly income of £2000 (see appendix 1)

The Sunday traders believe the visitors and customers are a majority of new faces, (and note a large turn out of tourists) to the market. The traders also state the new Sunday Market has not had any effect on the current customers/visitors numbers at the Friday or Saturday Markets.

As part of an independent survey recently carried out on the Sunday Market the average spend at the Market was £19.54 and 86% felt it important for the Sunday market to continue (Appendix 2).

The traders' representatives also carried out recent survey amongst the Sunday traders in St George's Market. Results showed traders had concerns about the lack of advertising for the Sunday Market. The majority of traders questioned were content with the services provided. They also highlighted that live music created a good atmosphere and was a vital component on the success of the Sunday Market.

Resource Implications

Finance:

Approximately £1,550 per week, extra income which should continue to cover all operational costs. If the Sunday Market becomes permanent, additional resources will be needed for advertising, PR and other service requirements in next year's budgets.

Recommendations

Members are asked to support the continuance of the Sunday Market in St George's for a further trial period from October 2010 to March 2011 at the current opening hours of 10.00am to 4pm.

Decision Tracking

Subject to Committee agreement that a further trial period be approved for the Sunday Market at St George's.

Time Frame: October 2010.

Reporting Officer: Shirley McCay

3. Markets Policy.

Members will be aware of a report taken to Committee in June 2010 on the need for Council to have a Markets Policy. Meetings have taken place between various departments in the Council. Legal services in consultation with other Council departments have drafted a policy document for further development. A further meeting has been arranged. Whilst the Markets policy is being developed officers have met with the two interested parties regarding their business plans and operational requirements should further markets be granted.

Resource Implications

Finance:

Currently none

Recommendations

Members to note the ongoing development of creating a Markets Policy for Council.

Decision Tracking.

There is no decision tracking attached to this report item.

Key to Abbreviations

NMTF – National Market Traders Federation

Documents Attached

Appendix 1: Income

Appendix 2. Independent Survey