



Belfast City Council

Report to:	Development Committee
Subject:	Markets Unit Update
Date:	16 March 2011
Reporting Officer:	John McGrillen, Director of Development, ext 3470
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1	Relevant Background Information
1.1	The purpose of this report is to advise Members of progress with respect to:
1.2	1. <u>Continental Market Report</u> Members will be aware that a report was taken to Committee and then Council in September 2010 where it was agreed to go out to tender for another term for the Continental Market in Belfast. The current contract for the Continental Markets held in front grounds of City Hall ended December 2010. It had been intended that the new contract would start in the new financial year with the first Continental Market planned for May 2011.
1.3	2. <u>Markets Footfall and Economic Impact Figures 2010</u> Surveys were carried out recently by Millward Brown Ulster on behalf of Belfast City Council's Development Department - Markets Unit. The survey covered the 2010 Christmas Continental, St George's and Smithfield Markets.
1.4	3. <u>Markets Usage</u> Members will be aware that at the January 2011 Committee it was agreed that the Sunday Market would become a permanent fixture in the Markets calendar, subject to a positive review after an initial 12 months. St George's also hosts the weekly Friday and Saturday markets. Event booking days are currently Monday, Tuesday and Wednesday, with some events booked for Sundays during 2011.
1.5	4. <u>Markets Policy</u> Members will be aware that a briefing session took place on Friday 28 January 2011 on a draft Markets policy which would give the opportunity for private operators to operate markets in Belfast.

2	Key Issues
2.1	<p><u>1. Continental Market</u> A review of the Continental Markets in Belfast has just been completed. It included an analysis of the financial and operational arrangements of the continental markets in Belfast. The review made a series of recommendations as to new conditions to be included in the new tender and contract.</p>
2.2	<p>The new tender for the Continental Markets is reducing Belfast City Council's expenditure; increase current income and aims not to reduce the economic impact the Continental Markets bring to the City. The new tender will specify an increase on the fee payable to council, (on top of the addition to the set fee there will also be a proposal for profit sharing of the pitch fees, also being payable to council). The new tender contract will ensure expenditure that council would have previously paid, will now be paid by the contractor, including set up and promotional costs.</p>
2.3	<p>The new tender will also specify that the new contractor will reimburse the council for units of electricity used.</p>
2.4	<p>A new electricity supply system is planned for City Hall grounds and it is anticipated this will be in place for the May Continental Market. With lead in time of approximately 4 weeks and then advertising of the new tender, there is now inadequate time available to complete the new tender and ensure a contractor is in place in time for the Continental Market in May 2011, therefore Committee approval is sought to extend the previous contract operated by Market Place Europe for the May 2011 Continental Market. This would allow for the new tender process to be completed effectively.</p>
2.5	<p>Approval is sought to have the May Continental Market operated by Market Place Europe Ltd.</p>
2.6	<p><u>Resource Implications</u> Income of £8,000 as per previous contract terms.</p>
2.7	<p><u>Equality and Good Relations Considerations</u> Equality and good relations screening to be completed as part of the drawing up on the new tender.</p>
2.8	<p><u>Recommendations</u> It is recommended that Members agree to the extension of the Continental Market to include May 2011 as per contract terms of old contract (Council receive the sum of £8K).</p>
2.9	<p><u>Decision Tracking</u> There is no decision tracking attached to this section of the report.</p>
2.10	<p><u>2. Markets Footfall and Economic Impact Figures 2010</u> <u>Christmas Continental Market 2010</u> A recent survey conducted by Millward Brown Ulster on the estimated economic impact and footfall count has indicated that approximately, 588,816 people had visited the Belfast 2010 Christmas Continental Market during the period from 19 November to 20 December and that 1 in 10 were out of state and that almost 45% of those that visited were from the greater Belfast area.</p>

- Almost 7 in 10 (67%) will visit over shops in the City Centre
- Royal Avenue and Donegall Place were the most popular areas to shop
- Almost 2 in 5 (38%) intend to visit restaurants or cafés in the City Centre

2.11 The survey also reveals total gross economic impact to the local economy of the Continental Market over the 4 weeks was over £26m, with shopping and eating out accounting for approx £19.6m of this total.

	<u>Total</u>	<u>Belfast</u>	<u>Rest of NI</u>	<u>Out of State</u>
Estimated Attendees	588816			
Total Estimated Spend				
Accommodation	£3,615,407.24	£0.00	£151,512.80	£3,364,894.45
Eating out	£5,132,830.77	£1,698,209.35	£1,577,736.55	£1,856,894.87
Shopping	£14,462,558.61	£5,132,168.46	£3,698,992.28	£5,811,397.87
Entertainment	£1,288,745.41	£339,839.45	£464,202.71	£484,703.25
Transport	£1,288,156.91	£382,319.38	£428,191.84	£477,645.69
Gross Economic Impact	£25,967,698.95	£7,552,536.64	£6,320,626.18	£12,094,536.13

2.12 Using these averages of spend per person within each market sector we can calculate that the total gross economic impact of the Continental Market over the 4 weeks was almost £26m.

2.13 St George's Market

Visitor numbers over a weekend, (Friday, Saturday and Sunday) for St George's was estimated at 11,647 and Economic Impact to the local economy was estimated at £315,230.49

2.14 The annual total gross economic impact of St George's Market of the 3 combined markets to be, approx £15.5M, with shopping and eating out accounting for approx £12.5M.

2.15 On average, visitors from Belfast spent £18.59 during their visit to St George's Market. In the case of visitors from the rest of Northern Ireland average spend was higher at £31.54 per head. Out of state visitors' spend per head was much higher at £90.42 per head, (although this includes the elements of spend associated with their trip rather than their visit to the Market per se).

2.16 Smithfield Market

Visitor numbers over a week through Smithfield was estimated at 13,566 and Economic Impact to the local economy of Smithfield for a week was estimated at £336,124.00

2.17 The total annual gross economic impact of Smithfield Market to be (£16.8 million) with shopping and eating out accounting for £15m annually.

2.18 On average visitors from Belfast spent £21.08 during their visit to Smithfield Market. In the case of visitors from the rest of Northern Ireland average spend was higher at £30.68 per head. Out of state visitors' spend was £64.22 per head.

2.19	<p><u>Resource Implications</u> None.</p>
2.20	<p><u>Equality and Good Relations Considerations</u> There are no Equality and Good Relations Considerations attached to this report.</p>
2.21	<p><u>Recommendations</u> Members are asked to note the information concerning the footfall figures and Economic Impact to the local economy for the Christmas Continental, St George's and Smithfield Markets.</p>
2.22	<p><u>Decision Tracking</u> There is no decision tracking attached to this section of the report.</p>
2.23	<p><u>3. Markets Usage</u> Up to this point St George's Market has normally hosted 4 cultural events on a Sunday during the calendar year. Currently no bookings are taken any Friday or Saturday Market days. Officers are aware that requests for events to be held on St George's market days may increase; and there is the potential for such requests to include a Friday and/or Saturday market days. Therefore going forward there is a need for Council to articulate a clear policy on the usage of St George's Market.</p>
2.24	<p>Officers are conscious that offering any of the markets days out as hire would be contentious with traders and their representatives. Traders' representatives have raised their concerns and have added that it may lead to loss of income if traders do not have the consistency of the weekly markets.</p>
2.25	<p><u>Resource Implications</u> None.</p>
2.26	<p><u>Equality and Good Relations Considerations</u> There are no Equality and Good Relations Considerations attached to this report.</p>
2.27	<p><u>Recommendations</u> Members are asked to agree to further investigation of this issue with a view to presenting clear options to Members at a future Committee.</p>
2.28	<p><u>Decision Tracking</u> There is no decision tracking attached to this section of the report.</p>
2.29	<p><u>4. Markets Policy Update</u> Members will recall that a decision was made by Committee in June 2010 to formulate a markets policy for the Council. A final draft of the proposed policy is attached as appendix 1.</p> <p>Permission is sought from Committee to go out to public consultation on the draft Markets Policy as attached.</p>
2.30	<p><u>Resource Implications</u></p> <ul style="list-style-type: none"> - Potentially extra staff and financial assistance required to cover inspections and operational issues, when the markets policy is implemented. - Possible income generation. - Boost to local economy.

2.31	These issues will be further explored and brought back to Committee in due course.
2.32	<u>Equality and Good Relations Considerations</u> There are no Equality and Good Relations Considerations attached to this report.
2.33	<u>Recommendations</u> It is recommended that Members; 1. Approve the draft Markets Policy as a basis for public consultation and 2. Receive a future report on the resource implications attached to the draft Markets policy before a final policy is considered after public consultation period.
2.34	<u>Decision Tracking</u> Bring a report back to Committee on public consultation findings. Time Frame: August 2011 Reporting Officer: Shirley McCay

3	Documents Attached
Appendix 1 - Draft Markets Policy	