



Subject:	Extended Opening hours For St George's Market
Date:	13 April 2016
Reporting Officer:	Donal Durkan, Director of Development, ext 3470
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Is this report restricted?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
Is the decision eligible for Call-in?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	The purpose of this report is to request Committee approval for an extension of the Friday opening hours at St George's Market by one hour from 2pm to 3pm.
2.0	Recommendation
2.1	The Committee is asked to: <ul style="list-style-type: none">agree to extend the Friday opening hours at St George's Market by one hour (from 2pm to 3pm).
3.0	Main report
3.1	<u>Key Issues</u> As Members will be aware, trade at St George's Market has grown significantly over the last few years. The Market regularly attracts up to 20,000 visitors over its three day opening period (Friday, Saturday and Sunday). St George's Market attracted just under one million visitors last year.
3.2	While the Saturday and Sunday markets have performed well, business at the Friday market has been less positive. Friday is a more traditional market day. These types of markets are struggling across the board and this sentiment has been confirmed through engagement with other towns and cities. Some St George's Market traders have

	commented that Lisburn, Armagh and Bangor markets have declined, these are markets that they also trade in.
3.3	In order to look at how business could be improved at the Friday market, Officers met with Friday traders. A range of ideas for action was presented. These included a proposal to extend the opening hours at the end of the market day. Current opening hours are 6am – 2pm. The traders suggested that, if the hours were changed to 6am – 3pm, it would allow more lunch time business from adjacent offices. In addition, a plan has been put in place to boost Friday trade including a re-launch of the market, a celebration of 120 years of the Friday Market, an advertising, marketing and social media campaign and an activities calendar of events.
3.4	Footfall counters were installed in the market one year ago. These counters have provided evidence of slow business on a Friday. However, they also demonstrate significant growth on Saturday and Sunday, particularly around lunch time and just after.
3.5	Although trade is particularly quiet early in the morning, the fresh produce traders are still keen to open at 6am, as they have a regular customer base at that time of the morning. Because of this, it is proposed that the opening time remains at 6am.
3.6	Members will be aware that a staffing review is currently under way at St George's. Subject to agreement on the proposal to extend Friday opening hours, these will be accommodated within revised working patterns.
3.7	<u>Financial and Resource Implications</u> Subject to Member agreement, the revised opening hours will be accommodated within the rotas of existing staff and will be taken account of in the staffing review that is currently underway. There are no financial implications with this proposal.
3.8	<u>Equality and Good Relations Implications</u> There are no specific equality or good relations implications.
4.0	Appendices – Documents Attached
	None