

Gravesham Borough Council

Report to: Community & Leisure Cabinet Committee
Date: 3 March 2020
Reporting officer: Service Manager (Customer & Theatre Services)
Subject: Gravesend Borough Market – Member Working Group

Purpose and summary of report:

To provide copies of the minutes from the Member Working Group
To provide a copy of the draft market strategy which includes Members' key aspirations

Recommendation:

Committee Members are asked to approve the draft market strategy so that it may be formally adopted enabling officers to start exploring areas of work, feasibility and success measures in more detail.

1. Background

- 1.1 Following a previous report to Committee, a Member Working Group was set up to consider the full responses from the consultation and to discuss their aspirations for the future of the market, enabling a strategy to be produced

2 Member Working Group Findings

- 2.1 Two Member Working Group Meetings were held on 21 January and 11 February. Copies of the minutes from each meeting are attached.
- 2.2 Members considered the full consultation responses and shared their own thoughts as to what would make the market a success. A number of priorities were identified and are set out below:
 - 2.2.1 The market needs a unique selling point and a consistent offer to attract people on a regular basis
 - 2.2.2 Customers want to see a greater food offering and developing the current food court offer would help to increase footfall and provide something unique that draws people in
 - 2.2.3 Openings times need to be reviewed to enable customers to frequent the market at different times e.g. evenings at weekends

- 2.2.4 The market should be recognised not only as a historic building but for the wider benefits it can bring to the town centre, particularly the historic High Street
- 2.2.5 The market offer does not have to be constrained to within the building; over time, it could extend to other areas of the town e.g street markets
- 2.2.6 More work is needed in the overall promotion, marketing and wayfinding of the market to raise awareness
- 2.2.7 Events should be continued to support the developing market offer

3 **Strategy**

- 3.1 A draft strategy has been prepared to reflect Members' aspirations and develop a vision for the future of the market, being:

A town centre destination where local community and tourists want to meet, shop, eat and drink, and which fulfils its historical trading roots and supports the overall development of the area and new businesses.

4 **Recommendations**

- 4.1 Committee Members are asked to approve the draft market strategy so that it may be formally adopted enabling officers to start exploring areas of work, feasibility and success measures in more detail.

IMPLICATIONS		APPENDIX 1	
Legal	There are no legal implications		
Finance and Value for Money	The Borough Market is currently experiencing a period of challenge. In order to set the direction of travel, a research exercise was undertaken to gauge the views of customers, visitors and traders. This information was used by Members and Management to consider the future of the market and what actions are required to turn the market into a thriving town centre space.		
Risk Assessment	The council faces a reputational risk in that the Borough Market is a significantly historic building which has undergone major funded refurbishment works, yet is currently not delivering a sound offer. The strategy aims to set the direction of travel to relaunch the market as a town centre destination and business offer.		
Equality Impact Assessment	Screening for Equality Impacts		
	Question	Answer	Explanation
	a. Does the decision being made or recommended through this paper have potential to cause adverse impact or discriminate against different groups in the community?	No	
	b. Does the decision being made or recommended through this paper make a positive contribution to promoting equality?	N/A	
	c. What steps are you taking to mitigate, reduce, avoid or minimise the impacts identified above?	N/A	
<i>In submitting this report, the Chief Officer doing so is confirming that they have given due regard to the equality impacts of the decision being considered, as noted in the table above</i>			
Corporate Business Plan	#2 – Place – Connected Community		