

**Classification:** Public

**Key Decision:** No

## **Gravesham Borough Council**

**Report to:** Portfolio Holder (Community and Leisure Cabinet)

**Date:** 29 May 2020

**Reporting officer:** Service Manager Customer & Theatre Services

**Subject:** Gravesend Borough Market Strategy 2020-2030

### **Purpose and summary of report:**

To confirm with the Portfolio Holder (Community and Leisure Cabinet) the outcome of the consideration of the draft Gravesend Borough Market Strategy 2020-2030 by the Community and Leisure Cabinet Committee held on 3 March 2020

### **Recommendations:**

1. That, under the delegated powers set out in Annex 1.6 of the Council's Constitution, the Portfolio Holder (Community and Leisure Cabinet):
  - a. Agrees that the Gravesend Borough Market Strategy 2020-2030 be adopted by the Council and that officers will work towards its delivery as outlined within the strategy's content

## **1. Background**

- 1.1 The strategy focuses on regenerating the existing market offer to deliver against the Council's Corporate Plan ambition of *delivering a Gravesham to be proud of*, by setting out key areas for development and associated actions which will see the historical building achieve its potential and become a successful, thriving hub within the community.

## **2. Broad basics of the strategy**

- 2.1 The vision for Gravesend Borough Market is:

*Town centre destinations where local community and tourists want to meet, shop, eat and drink, and which fulfils its historical trading roots and supports overall the development of the area and new businesses*

- 2.2 The four strategic objectives are:

- Respecting and delivering against the historic Market Charter, developing food as the core offer, supported by traditional and themed market days

- Preserving the roots of the historical building by celebrating and promoting the Borough's wider historical offer and creating a central hub and focal point for our significant tourism offer
  
- Supporting the changing face of the town centre and local business by assisting appropriate new and developing businesses through low cost, low risk, start-up space
  
- Celebrating and supporting our borough's diverse community through delivering events and activities that appeal to a wide audience, promote community cohesion and social inclusion

IMPLICATIONS	APPENDIX 1
<b>Legal</b>	There are no legal implications
<b>Finance and Value for Money</b>	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.
<b>Risk Assessment</b>	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.
<b>Data Protection Impact Assessment</b>	<p><i>A data protection impact assessment (DPIA) should be carried out at the start of any major project involving the use of personal data or if you are making a significant change to an existing process.</i></p> <p>a. Does the project/change being recommended through this paper involve the processing of <a href="#">personal data</a> or <a href="#">special category data</a> or <a href="#">criminal offence data</a>? A definition of each type of data can be found on the Information Commissioner’s Office website via the above links. <b>No</b></p> <p>b. If yes to question a, have you completed and attached a DPIA including Data Protection Officer advice?</p> <p>c. If no to question b, please seek advice from your nominated DPIA assessor or the Information Governance Team at <a href="mailto:gdpr@medway.gov.uk">gdpr@medway.gov.uk</a>.</p>
<b>Equality Impact Assessment</b>	<p>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? If yes, please explain answer. <b>No</b></p> <p>b. Does the decision being made or recommended through this paper make a positive contribution to promoting equality? If yes, please explain answer. Yes – by developing the market offer into a destination for the local community, including events and activities, will support the development of a cohesive community</p> <p><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></p>
<b>Corporate Plan</b>	Objective #2 – Place – Connected Community