

BRIEFING NOTE FOR SCRUTINY COMMITTEE

TIVERTON PANNIER MARKET

The Scrutiny committee have requested an update on Tiverton Pannier Market. This paper outlines some of the work undertaken since the verbal update given on 18th July 2016.

The Pannier Market and the town centre are very much linked in terms of their performance, the market forming an important part of the economy of the town centre.

Main changes in staff since last update.

- Rachel Jenman, Town Centre Manager left at beginning of August 2016
- Change in the Town Centre Manager. Alan Ottey now doing Town Centre Manager and Market Manager (50% of time to each).
- Zoe Lentell seconded to post of Market Manager to cover for Alan Ottey's involvement in Town Centre Management i.e. 50% of her time.

Main changes since last update – Pannier Market.

- KPI's regularly kept for market days. These include footfall, stall usage, weather, trading conditions and events.
- Monthly traders meetings held
- Inside of market hall brightened up with flags, bunting etc.
- Attends Town Centre Business Forum meetings and creation of links with town centre businesses.
- Organised a series of events to attract footfall. These have been varied in type and each one evaluated to establish success and for lessons learned. Also allowed traders to organise their own events. Examples are:
 1. Celebration of Queen's 90th birthday.

2. 'Chinon' choir (from twin town)
3. Various initiatives during 'Love Your Local Market' fortnight including making a large cake.
4. Craft workshops, balloon modelling etc.
5. Part of town's sculpture trail.
6. Feast of St James.
7. 50 years since winning football world cup.
8. Tiverton Town Band on several occasions.
9. Petting Farm.
10. Magic and circus skills.
11. Regular bouncy castle and various groups and organisations such as the operatic society etc. performing extracts from their shows.
12. Reindeer and Santa at Christmas.

There have been other small entertainers and musicians coming in when they have been available and a local artist giving demonstrations during the market.

- Although there has been a loss of over 8 regular traders (expected) there have been well over 10 new traders and usage on a Friday and Saturday towards the end of 2016 the market was nearly full.
- Managed to keep lock-ups fully occupied, even when traders leave due to lack of trade. There is now a short waiting list for the lock-ups.
- New traders attracted with new lines giving a wider selection for the customer. Examples are a butcher, artists and home made crafts, dress and bag maker, children's clothing and toys, beauty products, jewellery etc.
- Promotional work, especially on social media, has increased.

- Successfully organised 6 'Electric Night' markets (May to September and December). Won at the 'Devon Life Awards' the Best Food Event 2016.
- Completed a 10 year Strategy and Action Plan which was discussed at Economy PDG on 19.1.17 and recommended for adoption by cabinet.
- Completed a full Health and Safety assessment and completed new and updated old policies.
- Worked with PETROC on a number of initiatives i.e. Prince's Trust and employment sessions on the market industry.
- Full evaluation of budget and necessary amendments made and highlighted.
- Carried out free training sessions for traders in promotion and social media.
- Introduction of monthly maintenance inspection of market and area, and defects reported.
- Work closely with community groups and engaging with them. These include local performing groups and organisations, Allies, volunteers from Tiverton Museum, Prince's trust etc.
- Currently fully reviewing and updating what few policies there are and introducing new markets policies to ensure that all aspects are covered and are legally compliant. This is still being carried out and should be completed shortly. This includes the traders' terms and conditions, health and safety policies etc.
- Regular support to traders with assistance in social media, merchandising etc.
- Worked with the Town Centre Forum on the Christmas switch-on and market stayed open till 8pm. All traders stopped (except one).

This proved a very successful night with the market being the centre of most of the entertainment.

- Worked with other groups in the town, i.e. Portas, in events i.e. 'Feast of St James'.
- Market created its own logo and now used in advertising etc.
- The completion of a market website should be ready to go live by the end of May.
- Introduction of recycling to the market traders and reduction of trade waste.
- The cycle racks have been installed.
- Developed a programme of events for the year.

Future Plans

Much of the current work is around trader recruitment, appearance and attracting footfall (not just to the market, as the town suffers the same problem). All policies and procedures are being updated or introduced where lacking i.e. balance of goods policy.

The main issues to be followed up on are:

- Continual monitoring of the KPI's so any patterns can be identified and established which will help the development of the market.
- Carry out actions within the Strategy and Action Plan document.
- Improve the appearance of the market by working with the Estates Department on redecoration and maintenance.
- Continue to highlight and keep the market involved in the evolving Tiverton Master Plan as a lead in the regeneration of the town centre.
- Build on the relationship established with PETROC and other educational institutions.
- Ensure the market is promoted through the different media channels i.e. social, leaflets etc. Produce a poster which can be distributed to Tiverton District and Town Councillors to ensure coverage across the town.

- Keep up to date with current trends both in markets and retail nationally to enable response to the changing customer base.
- Develop proper business plans for the development of the market showing the benefits and return on investment that could be gained by making some alterations.
- Develop the lock-ups as good 'start up' units for new business and provide business support to these new businesses or traders who wish to expand and develop.
- Work will be done to ensure the market works efficiently and reduces expenditure by exploring all aspects of its running and income.
- Implement a new series of 'Electric Nights' with each one having a different theme. By evaluation it will help develop these nights and keep them an attraction and show case for the market. (Held 1st Saturday in May, June, July, August, September and December.)
- Implement the event programme for the year. Be part of the international 'Markets Fortnight' promotion.

The above outlines the work that has been carried out and the intended work to be done in the future. The Strategy must be treated as a live document and subject to regular scrutiny and evaluation so it is able to react to changes in both the economic and customer/social arenas. If these are not responded to in this rapidly changing retail/business areas, then the market's future is at risk. The market is important to the town and its economy and it does have potential to become an attraction to the town. It needs to create footfall which will also attract traders and its potential attractiveness, both visually and socially, will also lead to a good reputation.

However, it is likely to take several years to turn the current deficit into a surplus, so there is a lot that has to be done, together with strong, sustained leadership before this can be achieved.

Alan Ottey Town Centre and Market Manager Jan 2017