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## MARGATE MARKET – PROPOSED RELOCATION TO CECIL SQUARE

To: **Thanet Joint Transportation Board – 16 December 2014**

By: **Community Regeneration Officer**

Classification: **Unrestricted.**

Ward: **Margate Central**

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### **Summary:**

**The report presents the intention to relocate the weekly Margate market from the High Street to Cecil Square. This will involve restricting traffic on market day with provision for taxis. The rest of the time the area outside the NatWest Bank will become pay and display bays with motorcycle parking, instead of double yellow lines and a loading/unloading bay.**

### **For Information and comment**

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#### **1. Introduction and Background**

- 1.1 Thanet District Council wants to move Margate market to a permanent authorised site in Cecil Square. The market is a general market held every Wednesday in the Upper High Street. For the last decade, Margate Town Partnership has had the responsibility for Margate market and they moved it to its current location without the required agreement from Kent Highways and without planning consent. Kent County Council (KCC) Highways have indicated that they would support a permanent formal home for the market in Cecil Square.
- 1.2 Since the market moved into the upper High Street, the shop-keepers have expressed disquiet about stalls blocking their frontages. As the number of vacant shops in the High Street has reduced, the number of places where stalls can be erected without seriously blocking shop windows and/or the street has declined. The market now runs sporadically along the upper High Street including occasionally spilling onto the pavement near the pedestrian crossing. This lack of space and the instability as stalls move to fit around re-opening shops means the market is struggling.
- 1.3 In recognition of the important role flourishing markets have in supporting High Streets Thanet District Council has decided to undertake the processes required to relocate Margate market to Cecil Square, where it will have the space to expand while still supporting the footfall within the town centre. The Council has received a positive response from KCC Highways to this proposal, subject to the TRO and planning permission, and a consultant, Roger Casement, has been appointed to carry out the Traffic Regulation Order (TRO).
- 1.4 The TRO seeks to restrict traffic one day a week with provision for taxis to enable the weekly Wednesday Margate market to be held in Cecil Square. The TRO will run from 6am to 6pm on every Wednesday. The taxi rank will be officially moved to outside NatWest Bank on market days. The rest of the time the area outside the NatWest Bank will become pay and display bays with motorcycle parking, instead of double yellow lines and a loading/unloading bay. This will increase income and reduce illegal parking.

1.5 This report is for the board's information and comment.

## 2. Options available: N/A

## 3. Corporate Implications

### 3.1 Financial

3.1.1 Moving Margate Market to Cecil Square for one day per week will result in a potential loss of approximately £9.1K p.a. to the on-street parking income. It is expected that this will be mainly (if not fully) mitigated by an agreement between the Council and the market operator. The anticipation is that the combination of a better location and the agreement (which would include quality and growth objectives) would result in the market growing and further offsetting the parking revenue loss. In addition the extra parking bays being installed in the TRO process will also mitigate the potential loss in parking income. There is also potential that at least some of the parking revenue would be offset by customers parking elsewhere in the town centre.

3.1.2 Business Rates and Public Liability costs will be incorporated into the operator agreement so that the Council is not put at risk in these respects.

3.1.3 Traffic barriers will need to be organised on market day to control the vehicular access to the square, which will involve barriers being placed out at 06.00hrs and collected at 16.00hrs. This will be covered by the operator.

3.1.4 No additional staffing resources are proposed, as the majority of the controls should be self-enforcing.

### 4.2 Legal

4.2.1 Officers will work with the legal team to ensure a smooth transfer of the market to Cecil square and the Council's responsibility. Appropriate legal agreements will be put in place to optimise the impact of the market on the development of the town and minimise risks to the Council. It is intended to utilise national best practice legal template advice from national Association of British Market Authorities (NABMA).

### 5.3 Corporate

5.3.1 This relocation is in line with the Council's Corporate Plan Priority 1 supporting the growth of our economy and the number of people in work, Priority 3 supporting community and voluntary organisations (Margate Town Team objectives in improving Margate Town Centre) and Priority 5 by overcoming the currently unacceptable location in Highway terms. Parking is adversely affected on market day, but improved on the other 6 days).

### 6.4 Equity and Equalities

6.4.1 The market is intended to be available to all residents and visitors to the town, and the proposed new Margate location would be fully accessible to all. Efforts will be made to encourage a wider appeal than at present for Margate Market. Due to the availability of the market for all, an Equality Impact Assessment is not considered relevant and therefore has not been carried out.

## 7.0 Recommendations: N/A

## 8.0 Decision Making Process: N/A

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**Background Papers**    None

<b><i>Annex List</i></b>	
<i>Annex 1</i>	<i>Plan of Cecil Square</i>