



Doncaster Council

Report

Date: 9th March 2020

To the Chair and Members of the Regeneration and Housing Overview and Scrutiny Panel

UPDATE ON THE DELIVERY OF MANAGEMENT OF DONCASTER MARKETS

Relevant Cabinet Member(s)	Wards Affected	Key Decision
Councillor J Blackham	All	No

EXECUTIVE SUMMARY

- 1 This report provides an update on the progress to date relating to the delivery of management of Doncaster and Mexborough Markets by Market Asset Management (Doncaster) Ltd. The report will highlight the management progress from November 2019 to February 2020. The report, as agreed in October 2019, will be succinct and will concentrate on the KPIs, contractual matters and notable events.

EXEMPT REPORT

- 2 Whilst this report is not exempt, it does contain an exempt Appendix 2. This Appendix 2 is not for publication because it contains exempt information within paragraph 3 of schedule 12a of the Local Government Act 1972, as amended, as it contains exempt information relating to the financial or business affairs of a particular person (including the Authority holding that information).

RECOMMENDATIONS

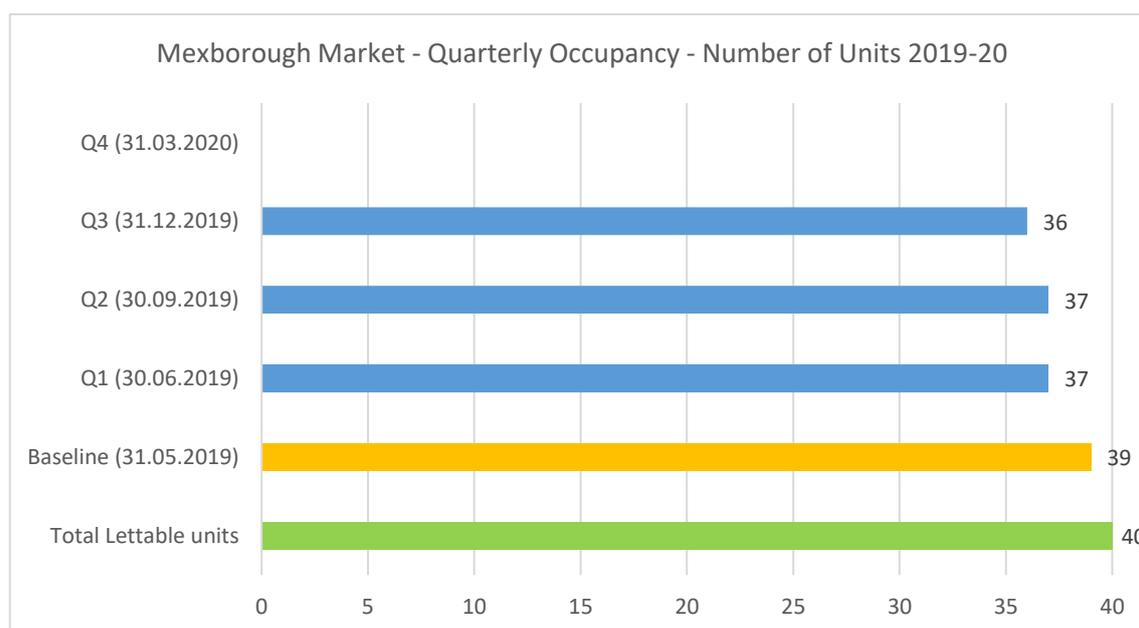
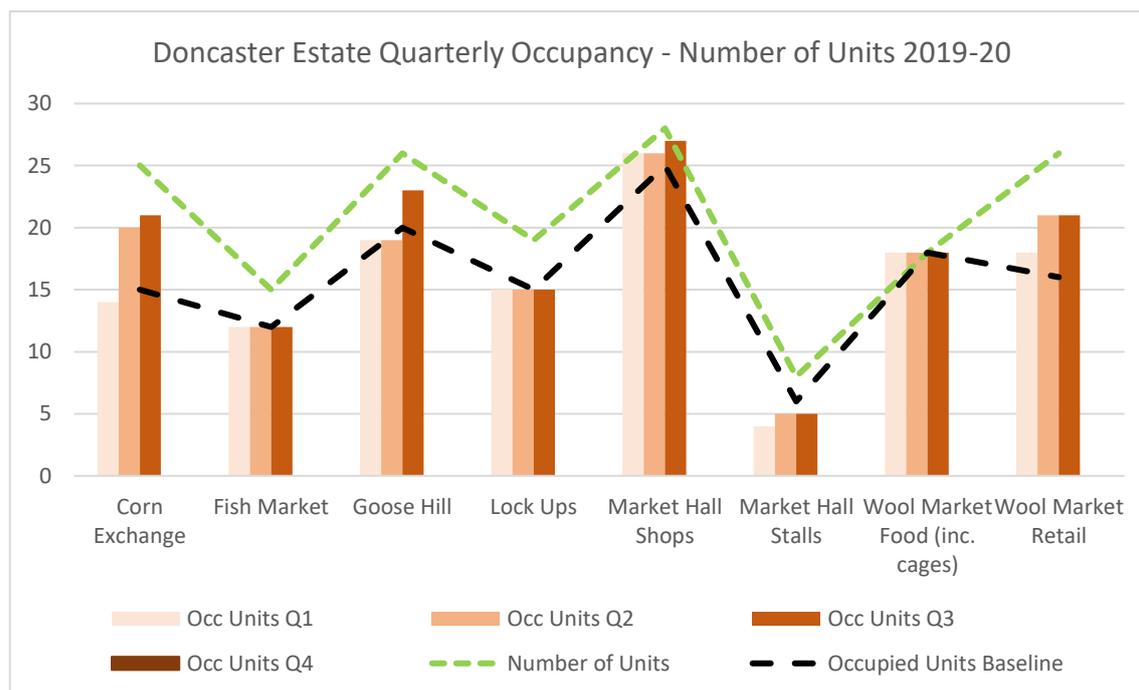
- 3 It is recommended that the Elected Members note this update report.

WHAT DOES THIS MEAN FOR THE CITIZENS OF DONCASTER?

- 4 The citizens of Doncaster will continue to benefit a modern and changing market offer that includes a variety of retail and food experiences.

BACKGROUND

- 5 This is an update report following the previous report that was provided to the Regeneration and Housing Overview and Scrutiny Panel in October 2019.
- 6 Market Asset Management (Doncaster) Ltd are contractually obliged to provide Doncaster Council with a number of Key Performance Indicators. These have been attached to the report as Appendix 1.
- 7 The KPIs show that the contractor has increased the lettings in the Wool Market and International Food Hall whilst at the same time maintained the numbers of traders in the Corn Exchange, Fish Market, Outer Markets and Goose Hill on the Doncaster Estate (see chart below).



- 8 On the Mexborough Market Estate the KPIs shows an increase in the number of voids from 1 (baseline in May 2019 at start of contract) to 3 at end of quarter 1. This is because the main traders have moved from the Market Hall in to small shop units in York Square which surrounds the market square. An additional void occurred within quarter 3, with 36/40 units being occupied at the end of that quarter (see chart above).
- 9 MAM have explained in the contract management meetings that they will be rolling out a marketing campaign in the spring to attract new potential traders to Mexborough Market.
- 10 These include running competitions of 'free units for a month' and potential discount periods for new traders at Mexborough.
- 11 Footfall for the Doncaster market is monitored by the camera positioned on Bon Marche and is collated on a week by week basis. The footfall counting for Mexborough market is currently under discussion with MAM.
- 12 Over the Christmas period there was a steady week on week increase in footfall in the market area with the highest recorded in week 51 (16/12/2019 – 22/12/2019) with a count of 103,185.
- 13 The lowest recorded footfall in the market place, with a count of 68,140, was in week 45 (04/11/2019 – 10/11/2019). This coincided with the significant rainfall over Doncaster that caused flooding in the borough. In the November contract management meeting, MAM did highlight that this week had significantly noticeable lowered footfall compared to the previous three months.
- 14 MAM have raised two specific contractual issues;
 - One is in relation to the trading figures DMBC provided as part of the tender process that MAM states were over-estimated. This has constantly been refuted by the council who have stated that due diligence should have picked any discrepancies. Ongoing discussions are taking place in an attempt to resolve this matter.
 - The second point raised by MAM concerns the trader occupational agreements and that these are not all complete. This has been repudiated by the council's legal department who made clear the position from the onset and have confirmed this to MAM. However, the task of rectifying the occupational agreements needs to be resolved to allow both parties to move forward.
- 15 The Christmas events were a resounding success through the partnership approach between MAM and DMBC events team.
- 16 DMBC had also added to the Christmas programme at very late notice with some small or no cost in terms of marketing related activities to support efforts to increase footfall to the entire estate.
- 17 Since Christmas the DMBC events team and MAM have had a number of planning meetings where the full programme for 2020 has been discussed. All the councils major events are planned in and we have worked together to make sure the coverage over the year is good. MAM have shared their event plans and asked for support with a number of them. The DMBC events team and

MAM continue to work together and meet regularly to plan and review.

18 Events currently planned in include the following:

- Wool Market 1st Birthday celebration events – March 26-29
- DN One – Spring (live music and film over three days) – May 8/9/10
- Delicious Doncaster Food Festival – June 5/6/7
- Armed Forces Day (parade and event over 1 day) – 27 June
- Opening of Danum Gallery – July 5
- DN One – Autumn (live music and film over three days of weekend prior to St Leger Festival (September 4/5/6)
- Countdown to Christmas – Major Launch event for Christmas and lights – November 14
- Plus a series of Occasion events – Valentine’s, Mother’s Day, Easter, Yorkshire Day, Halloween etc.

19 MAM have informed DMBC, during the February contract meeting, that they will not be increasing the rent to any traders based at Mexborough market for 2020/21.

20 In terms of the link to DMBC’s climate emergency declaration, MAM informed us that all waste is handled locally. Clean cardboard is recycled and other waste is sorted for either recycling or to be sent for clean energy production.

21 A number of traders have altered the way they wrap their produce for customers including the use of wax wraps and discounts for ‘bring your own’ containers.

22 The better a market, the higher the performance of a town centre which increases its competitive edge over neighbouring towns. MAM and DMBC are achieving this in a collaborative approach. Markets are seen as the creation of a place where locals and tourists can frequent, generating atmosphere, supporting local businesses and in turn increasing town centre footfall.

OPTIONS CONSIDERED

23 This is an update report, there are no options to be considered.

REASONS FOR RECOMMENDED OPTION

24 Recommend that the update report is noted.

IMPACT ON THE COUNCIL'S KEY OUTCOMES

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	Outcomes	Implications
	<p>Doncaster Working: Our vision is for more people to be able to pursue their ambitions through work that gives them and Doncaster a brighter and prosperous future;</p> <ul style="list-style-type: none"> • Better access to good fulfilling work • Doncaster businesses are supported to flourish • Inward Investment 	<p>Additional units for Doncaster market traders to use to launch their business ideas.</p>
	<p>Doncaster Living: Our vision is for Doncaster's people to live in a borough that is vibrant and full of opportunity, where people enjoy spending time;</p> <ul style="list-style-type: none"> • The town centres are the beating heart of Doncaster • More people can live in a good quality, affordable home • Healthy and Vibrant Communities through Physical Activity and Sport • Everyone takes responsibility for keeping Doncaster Clean • Building on our cultural, artistic and sporting heritage 	<p>Doncaster town centre needs a vibrant and modern market to contribute to the economy.</p>
	<p>Doncaster Learning: Our vision is for learning that prepares all children, young people and adults for a life that is fulfilling;</p> <ul style="list-style-type: none"> • Every child has life-changing learning experiences within and beyond school • Many more great teachers work in Doncaster Schools that are good or better • Learning in Doncaster prepares young people for the world of work 	<p>A safe place for learning about business, commerce and trade</p>

	<p>Doncaster Caring: Our vision is for a borough that cares together for its most vulnerable residents;</p> <ul style="list-style-type: none"> • Children have the best start in life • Vulnerable families and individuals have support from someone they trust • Older people can live well and independently in their own homes 	<p>Social value from market traders that are interactive with the shoppers.</p>
	<p>Connected Council:</p> <ul style="list-style-type: none"> • A modern, efficient and flexible workforce • Modern, accessible customer interactions • Operating within our resources and delivering value for money • A co-ordinated, whole person, whole life focus on the needs and aspirations of residents • Building community resilience and self-reliance by connecting community assets and strengths • Working with our partners and residents to provide effective leadership and governance 	<p>Team Doncaster partnership working.</p>

RISKS AND ASSUMPTIONS

26 This is an update report on the market management

LEGAL IMPLICATIONS [Officer Initials NJD Date 20.02.20]

27 The Council's Constitution states that subject to matters being referred to it by the full council, or the executive and any timetables laid down by those bodies, Overview and Scrutiny Management Committee and its panels will determine its own work programme (overview and scrutiny procedure rule 6a).

This report provides an update on the progress to date relating to the delivery of management of Doncaster and Mexborough Markets by Market Asset Management (Doncaster) Ltd. The report is for noting only. Therefore, there are no legal implications deriving from this report.

FINANCIAL IMPLICATIONS [Officer Initials CA Date 24.02.20]

28 There are no direct financial implications as this paper is an update on the current delivery of the management of the markets.

HUMAN RESOURCES IMPLICATIONS [Officer Initial AC Date 24.02.20]

- 29 There are no human resources implications specific to the recommendations in the report, however, any emerging matters that impact on the workforce will require HR engagement at the appropriate time.

TECHNOLOGY IMPLICATIONS [Officer Initials PW Date 25.02.20]

- 30 There are no technology implications in relation to this update report

HEALTH IMPLICATIONS [Officer Initials CT Date 24.05.20]

- 31 It is good to see that the number of units utilised across the Doncaster town centre sites has not dropped over the year and in fact, some areas have increased. Markets play an important role for the community not only for their health and wellbeing by providing social connection, but also for accessing affordable fresh food and it is good to see that plans for improving Mexborough market are in place. The markets also provide low cost opportunities for the set-up of new and emerging businesses.

With regard to events and activities, considering almost a third of Year 6 Students and 3/4s of adults in Doncaster are overweight or obese, and in light of the recently approved Healthy Weight Declaration public health would like to see MAM incorporate health impact considerations into their planning to ensure the best outcomes for our residents.

It is noted that there have been some improvements to the use of single use plastics and public health would like to see this increase further along with the sign up of the water Refill Scheme.

EQUALITY IMPLICATIONS [Officer Initials HF Date 21.01.20]

- 32 The Council has a statutory requirement to have due regard to the protected characteristics of those affected by the proposals under the Equality Act 2010. The original report contained a due regard statement that outlined how equality would be monitored. Governance as part of the contract management has been put in place to ensure that proposals put forward by MAM would be beneficial to all parties.

CONSULTATION

- 33 None required - this is an update report.

BACKGROUND PAPERS

- 34 None

GLOSSARY OF ACRONYMS AND ABBREVIATIONS

MAM Market Asset Management

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