



Doncaster Council

Report

Date: 30th November 2021

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

REPORT TO PROVIDE AN UPDATE ON THE DELIVERY OF MANAGEMENT OF DONCASTER MARKETS

Relevant Cabinet Member(s)	Wards Affected	Key Decision
Councillor P Cole	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 April 2020 to September 2021. The report will be succinct and will concentrate on the KPIs, contractual matters and notable events.

EXEMPT REPORT

- 2 This report is not exempt.

RECOMMENDATIONS

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

WHAT DOES THIS MEAN FOR THE CITIZENS OF DONCASTER?

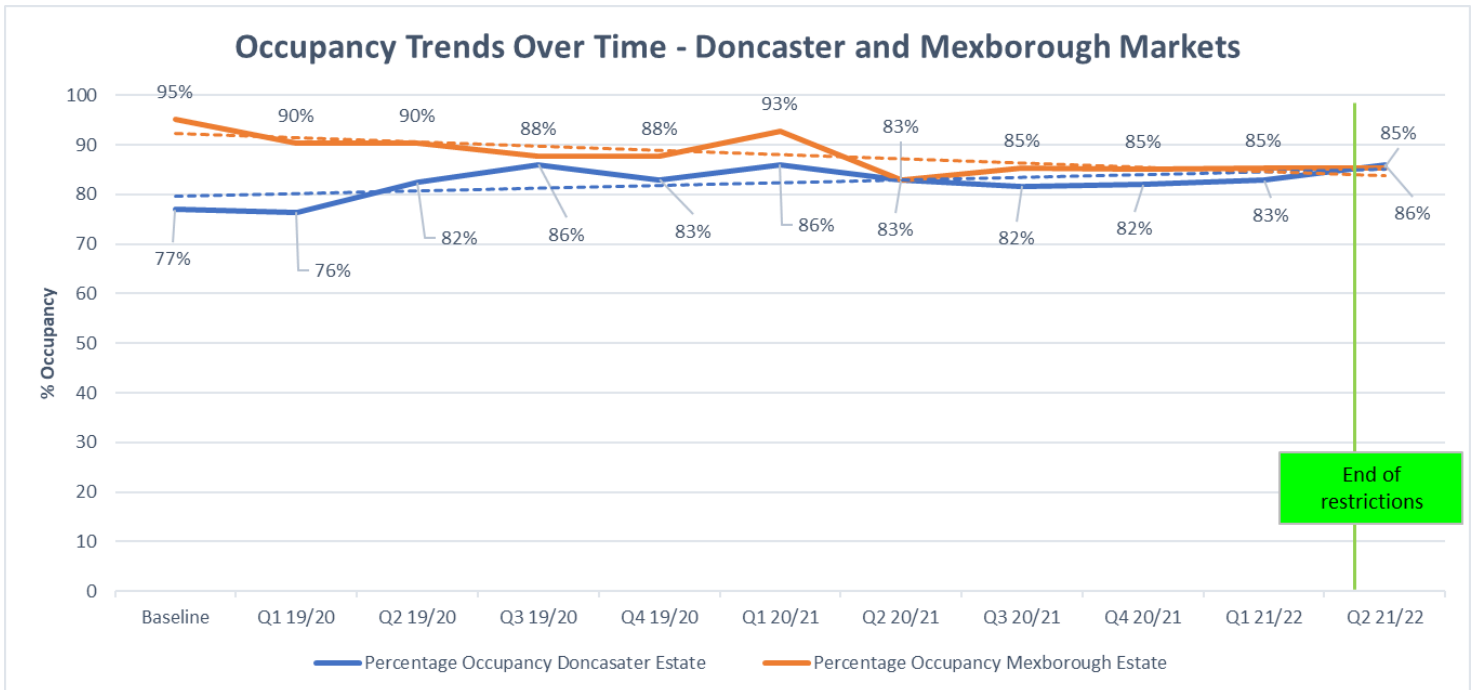
- 4 The citizens of Doncaster will continue to benefit from a modern and changing market offer that will include a variety of retail, competitive leisure and food and beverage experiences.

BACKGROUND

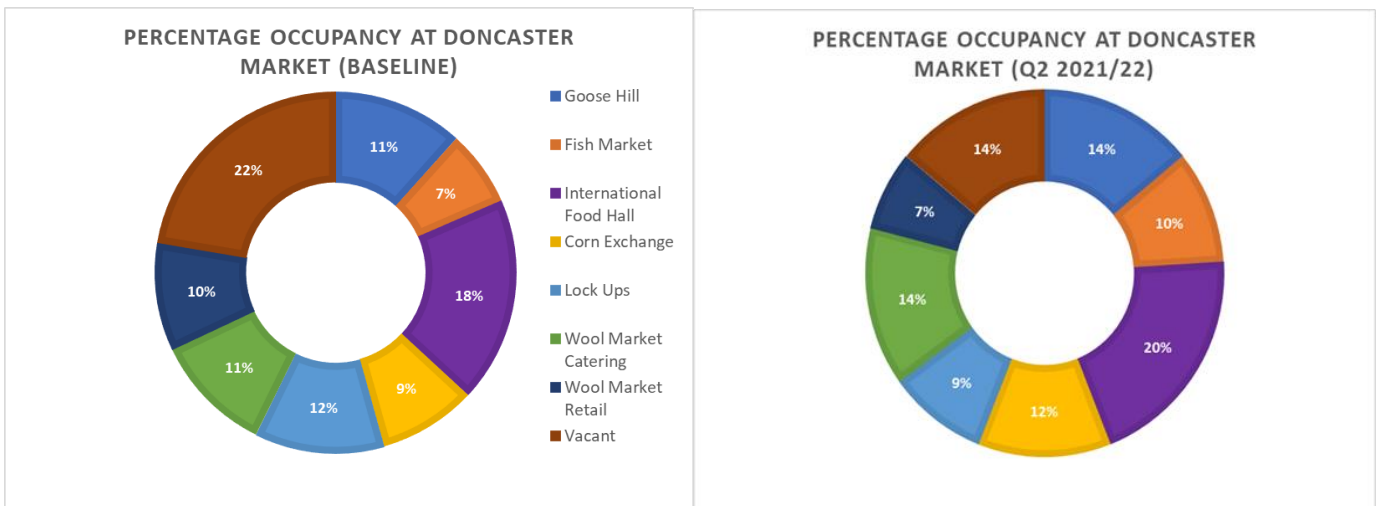
- 5 This is an update report following the previous Economy & Environment Overview and Scrutiny in March 2020.
- 6 Market Asset Management (Doncaster) Ltd are contractually obliged to provide Doncaster Council with a number of Key Performance Indicators.

These have been attached to the report as Appendix A.

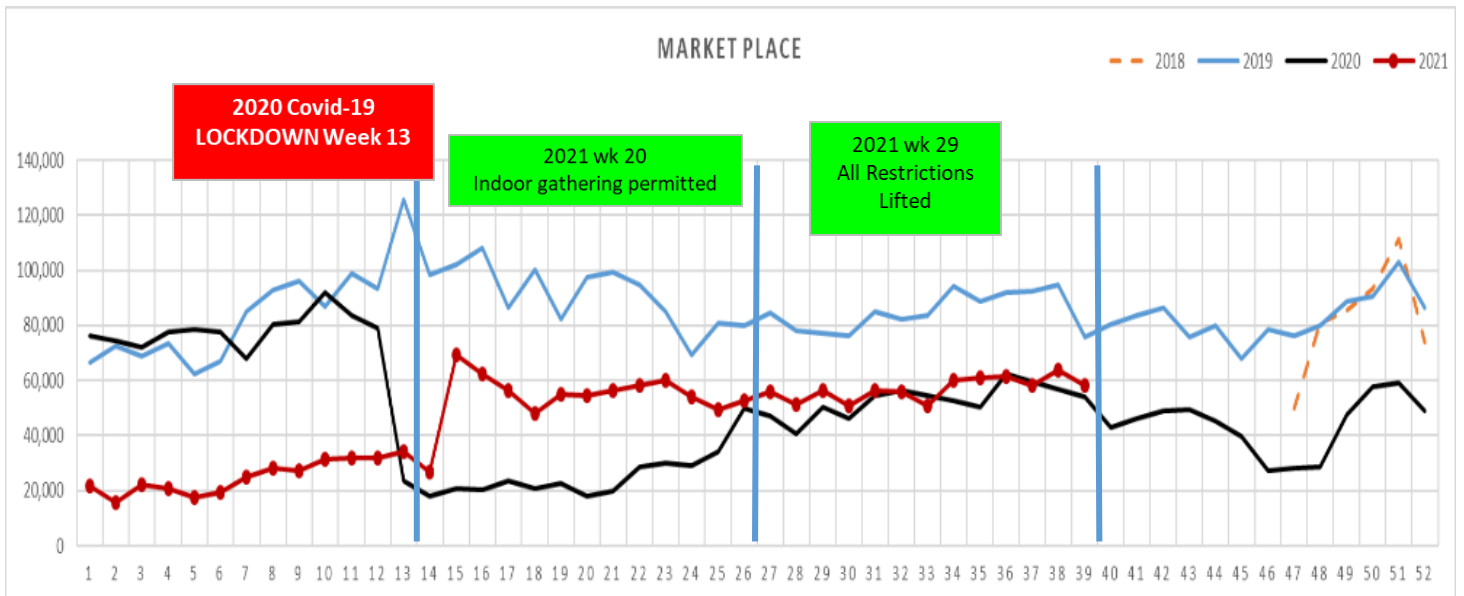
- 7 The chart below illustrates the occupancy trends in both Doncaster and Mexborough estates. Since baseline occupancy levels in May 2019 the contract with MAM began there has been an increase in occupancy levels in Doncaster Market from 77% to the current 86% measured in 2021/22 Q2.
- 8 Mexborough market has shown the opposite with a slight reduction in occupancy of 95% at baseline to the current 85%. To put this into context, there are currently 5 vacant stalls in Mexborough out of the total 40.
- 9 The change in occupancy levels have been impacted due to the Covid-19 pandemic where a significant portion of 2020/21 saw reduced footfall across both markets and also impacted on the number of traders who were allowed to remain open due to the national restrictions put in place.



- 10 Doncaster Market now sits at 86% occupancy, reflecting a return to the pre-Covid growth. There has been sustained interest and a series of successful lettings to introduce new businesses in the Corn Exchange and Goose Hill areas of the market.



- 11 Across the Doncaster estate there has been a number of changes in units for each of the market areas since baseline was measured in May 2019. Overall there has been a reduction in total units of 165 in May 2019 to the present 157 units.
- 12 Five units have been let at Mexborough Market to one trader selling household accessories with a further two units let to a trader selling garden accessories. There has been some turnover of traders during the pandemic period and not all units have been re-filled. A number of existing traders have also expressed interest in expanding their footprint within the market.
- 12 Plans to increase and improve signage both inside and outside Mexborough market hall have been well received by the traders and investment is being made in replacing the double front doors with automatic modern doors. The roof refurbishment and replacement of the glass lights has improved overall light levels inside the market hall. Additional security to design out crime recommended by South Yorkshire Police, fencing and gating has been fitted to discourage outside sleepers and anti-social behaviour in the market area.



- 13 All Covid restrictions were lifted two weeks in to Q2 of 2021-22. Footfall remains significantly reduced compared to pre-pandemic levels in 2019. This reduction is mirrored across all footfall sites in the town centre indicating that people are not returning as much as before Covid. Footfall in the market area has on average been 56,950 with peaks during St Leger Festival week and the final week of September coinciding with unseasonably warm weather for the time of the year.
- 14 The Council have raised one specific contractual issue;
- This issue relates to the removal of the market tops from the outer market stalls after every market day and replacement for the next market day in the morning. The reason for the removal overnight is due to consistent reports of anti-social behaviour. This removal will help to discourage this type of behaviour. MAM have raised concerns over the health and safety of

removing the boards as they are very heavy. A solution to this problem is currently being discussed between MAM and the Council.

- 15 Quarter 2 of 2021-22 saw the removal of all Covid restrictions in July. This has allowed MAM to increase the number of events they hold which in turn drove footfall levels. Events included the Delicious Doncaster Food Festival, the Young Traders regional final both in July. The Doncaster Business Chamber Networking event on the 22 September was held in the Wool Market, bringing together a wide variety of local and regional businesses.
- 16 CAST held their Roundabout Theatre event in the Market Square, supporting trade within the Wool Market and surrounding commercial ventures, offering an exciting opportunity for local people to experience theatre in an entirely new setting.
- 17 Currently there are a number of proposals being developed to improve the markets estates. The first proposal is within the Wool Market where an active leisure zone is to be developed in place of a number of retail units to boost income and support the food and beverage areas. This will include shuffleboard, interactive dart games, retro arcade games and duck pin bowling. These entertainment units will be built by MAM contractors over the winter.
- 18 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

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

REASONS FOR RECOMMENDED OPTION

- 20 Recommend that the update report is noted.

IMPACT ON THE COUNCIL'S KEY OUTCOMES

21

	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>Starter units for Doncaster market traders to use to launch their business ideas. This moves onto shops and alternative premises.</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. A stage for children to practice life skills and develop potential.</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. A place to dwell and interact with people from many walks of life.</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, 	<p>Team Doncaster partnership working.</p>

	<p>whole life focus on the needs and aspirations of residents</p> <ul style="list-style-type: none"> • Building community resilience and self-reliance by connecting community assets and strengths • Working with our partners and residents to provide effective leadership and governance 	
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RISKS AND ASSUMPTIONS

22 This is an update report on the market management

LEGAL IMPLICATIONS [Officer Initials SRF Date 12.11.21]

23 There are no specific legal implications arising out of this report. Legal advice can be provided on issues raised by the panel.

FINANCIAL IMPLICATIONS [Officer Initials CR Date 12.11.2021]

24 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 RH Date 11.11.21]

25 There are no specific HR implications in relation to this report

TECHNOLOGY IMPLICATIONS [Officer Initials PW Date 11.11.21]

26 There are no specific technology implications in this report

HEALTH IMPLICATIONS [Officer Initials CT Date 11.11.21]

27 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. The markets also provide low cost opportunities for the set-up of new and emerging businesses. The planned improvements for Mexborough and the addition of different activities to the Wool Market will contribute to the Covid 19 recovery and long-term sustainability of these important assets for our communities.

EQUALITY IMPLICATIONS [Officer Initials HF Date 08.11.21]

28 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

29 None required - this is an update report.

BACKGROUND PAPERS

30 None

GLOSSARY OF ACRONYMS AND ABBREVIATIONS

MAM Market Asset Management

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Appendix 1 – KPI data from MAM (Doncaster) Ltd

Summary Data of Occupancy Levels in Doncaster and Mexborough Estate (table 1)

DONCASTER	Total Units	% Occupancy
Total Lettable units	165	
Baseline (31.05.2019)	127	76.97%
Q1 (30.06.2019)	126	76.36%
Q2 (30.09.2019)	136	82.42%
Q3 (31.12.2019)	142	86.06%
Q4 (31.03.2020)	137	83.03%
Q1 (30.06.2020)	140	85.89%
Q2 (30.09.2020)	135	82.82%
Q3 (31.12.2020)	135	81.65%
Q4 (31.03.2021)	128	82.05%
Q1 (30.06.2021)	130	82.80%
Q2 (30.09.2021)	135	85.99%
MEXBOROUGH	Total Units	% Occupancy
Total Lettable units	40	
Baseline (31.05.2019)	39	97.50%
Q1 (30.06.2019)	37	92.50%
Q2 (30.09.2019)	37	92.50%
Q3 (31.12.2019)	36	90.00%
Q4 (31.03.2020)	36	87.80%
Q1 (30.06.2020)	38	92.68%
Q2 (30.09.2020)	34	82.93%
Q3 (31.12.2020)	35	85.37%
Q4 (31.03.2020)	35	85.37%
Q1 (30.06.2021)	35	85.37%
Q2 (30.09.2021)	35	85.37%

Occupation Rates and Voids for Doncaster Estate

	Total Lettable Units		Baseline (May 2019)		Quarter 1 (19/20)	Quarter 2 (19/20)	Quarter 3 (19/20)	Quarter 4 (19/20)	Quarter 1 (20/21)	Quarter 2 (20/21)	Quarter 3 (20/21)	Quarter 4 (20/21)	Quarter 1 (21/22)	Quarter 2 (21/22)
	No of Units	Total Sq M	Occ. Units	Occ. Sq M	Occ. Units	Occ. Units	Occ. Units	Occ. Units	Occ. Units	Occ. Units	Occ. Units	Occ. Units	Occ. Units	Occ. Units
Corn Exchange	25	342	15	215	14	20	21	21	21	21	18	18	18	19
Fish Market	15	209	12	167	12	12	12	11	13	13	13	14	15	15
Goose Hill	26	300	20	237	19	19	23	20	20	19	17	19	19	22
Lock Ups	19	321	15	243	15	15	15	13	13	14	14	14	14	14
Market Hall Shops	28	784	25	706	26	26	27	29	29	32	32	32	32	32
Market Hall Stalls	8	103	6	89	4	5	5	5	5					
Wool Market Food (inc cages)	18	224	18	224	18	18	18	18	18	22	22	22	22	22
Wool Market Retail	26	443	16	231	18	21	21	20	21	14	13	9	9	11
Occupied					126	136	142	137	140	135	129	128	130	135
Vacant					39	29	23	28	23	28	29	28	27	22

Occupation Rates and Voids (Mexborough Estate)

	Total Lettable Units		Baseline		Quarter 1 (19/20)	Quarter 2 (19/20)	Quarter 3 (19/20)	Quarter 4 (19/20)	Quarter 1 (20/21)	Quarter 2 (20/21)	Quarter 3 (20/21)	Quarter 4 (20/21)	Quarter 1 (21/22)	Quarter 2 (21/22)
	No of Units	Total Sq M	Occ. Units	Occ. Sq M	Occ. Units	Occ. Units	Occ. Units	Occ. Units	Occ. Units	Occ. Units	Occ. Units	Occ. Units	Occ. Units	Occ. Units
Mexborough	40	411.64	39	394.24	37	37	36	36	38	34	35	35	35	35

