

Scrutiny Review of Market Hall Refurbishment

“Have the social and economic benefits that were cited in the original business case been delivered with the refurbished Market hall?”

Objective from Cabinet Report August 2012:

The objective was to create a worthwhile facility providing the borough with a strong independent food retail and catering offer, a regular indoor market and events venue whilst providing profitable trading results. The project was anticipated to improve the financial fortunes of the market, and aid the redevelopment of the town centre.

The table below identifies the proposals contained within the August 2012 Cabinet report.

	The Proposal – Fresh Food and Retail	Delivered Y / N	Commentary
1.	The Market Hall would encourage a bustling market daytime economy which enables independent retailers and caterers to compete with multiples on a level playing field.	Y	
2.	Retail food and food related shops trade 6 days a week and the central market offer changes daily attracting a wider demographic than currently enjoyed.	Y	As detailed in the report to Cabinet June 2016, we have experienced issues with getting traders to trade 6 days a week. As a consequence lease/hire terms are being reviewed. We don't record the demographic of footfall to the Market Hall.
3.	The cafés and bars will open all day and seating will be provided at the first floor balcony level as well as fronting the building on the Market Place for al-fresco dining during clement weather. The daytime offer will be engineered to offer something in order to serve all sectors of the community.	Y	
4.	Note that the brick built outdoor stalls will be demolished as part of the redevelopment, freeing up the view of the iconic building, creating space for various activities but also allowing for	Y	Removed as part of the refurbishment.

	The Proposal – Fresh Food and Retail	Delivered Y / N	Commentary
	additional car parking space at the front of the building.		
5.	The proposal includes the creation of a strong retail food offer for Burton and surrounding areas. The market hall conveniently includes a series of shop units to the perimeter of the structure.	Y	
6.	Units alongside the North, South and East perimeters are to be designated largely as food retailing businesses supported with a number of non-food retailers. Units are generally 200 sq.ft. and some tenants may require multiple or expanded units.	Y	
7.	High quality, professional, independent food retailers will be sourced from a 40-miles radius of Burton and a number of existing Burton Market traders will also be given the opportunity to trade within the new development.	Y	
	The Proposal – Dining and Socialising		
8.	This front (west façade) of the building will have improved visibility following demolition of the two external market buildings.	Y	
9.	Units to the west facade will be classified as eateries and bars enjoying out of hours access to the market place. Entrance will be gained at ground floor level and seating is mostly located at first floor balcony level and additional 'al-fresco' seating to the front of the building.	Y	
10.	Eateries will benefit from breakfast, lunch and daytime trade and will also profit by being the sole catering offers for the events centre which will host various events each week.	Y	Although the number of events has affected this proposal.
	The Proposal – The Daily Market		
11.	The zone located at the centre of the building is designated as a daily market comprising of easily	Y	This has been delivered to the extent that pop up market

	The Proposal – Fresh Food and Retail	Delivered Y / N	Commentary
	demountable market pop up stalls. The market will have a regular calendar of events such as (but not exclusively) General Markets, Farmer's and 'Grow Your Own' Market, Antiques and Collectables Market, Flea and Retro Market, Arts and Crafts, Asian Market, Caribbean Market, World Markets, Polish and Eastern European Markets, Music and Entertainment Market and a Workshops day.		days take place on Thursdays – Saturday alongside monthly car boot sales on a Sunday. There have also been a range of specialist / themed events which have taken place including antique, record and angling fairs.
12.	All markets can be supported by a diary of events running concurrently with the various themed markets including:	Y	
	<ul style="list-style-type: none"> • Local performing art groups 		
	<ul style="list-style-type: none"> • Cooking demonstrations 		
	<ul style="list-style-type: none"> • Antiques Auctions 		
	<ul style="list-style-type: none"> • Arts and Crafts demonstrations 		
	<ul style="list-style-type: none"> • Christmas Grotto and other festive events 	Y	
	The Proposal – Entertainment Venue		
13.	This element of the development will add value and ensure that the possibilities of the Market Hall are maximised, and complement offers of existing council venues and the council's Arts Strategy.	Y	The Sports Development team run 'Sport in the Hood' activity sessions during school holiday periods in the Market Hall.
14.	The entertainment venue is an opportunity to bring people to the Market Hall when it is ordinarily closed, and generate interest in the Hall, the surrounding areas and the borough in general.	Y	As detailed within the Scrutiny report and June 2016 Cabinet report entertainment at the Market Hall has been difficult. However a number of entertainment opportunities are being developed through the development of a 'festival' programme.
15.	At the end of the normal trading day, market stalls will be removed and the plan provides for a portable stage and cinema, creating an exciting evening	(To date) N	This was beyond the final brief for the Market Hall redevelopment as

	The Proposal – Fresh Food and Retail	Delivered Y / N	Commentary
	entertainment venue, which can provide:		costs were kept within budget. Plans are being considered for a mobile cinema offer as part of proposals to develop a seasonal 'festival' programme.
	<ul style="list-style-type: none"> • Weekly Comedy Club 	N	
	<ul style="list-style-type: none"> • Weekly 'Pop-up' cinema 	N	
	<ul style="list-style-type: none"> • Regular live music – classical, rock, jazz, folk, DJ's, choral etc... 	N	
	<ul style="list-style-type: none"> • Use for community groups – amateur dramatics, prize presentations etc... 	Y	
	<ul style="list-style-type: none"> • Antiques auctions 	Y	
	<ul style="list-style-type: none"> • Charity events: Children in Need, Sport Relief, Comic Relief etc 	Y	
16.	The hall will become a sizeable and well-appointed venue acting as a meaningful hub for all sectors of the community.	Y	The Market Hall has hosted a number of community events and has hosted events such as job fairs.
17.	The ground floor of the market hall will accommodate 700 visitors and an additional 200 guests can be served.	Y	The Market Hall has been used for the past two years as a venue for the St Georges day parade.