

Markets in Egham Town Centre, Update – Azra Mukadam, Community Development

Synopsis of report:

This report updates the Committee on the development of markets in Egham Town Centre

Recommendation:

None – for information only

1. Context of report

- 1.1 In 2020, Egham Chamber of Commerce was approached by Surrey Vegan Markets with a proposal to hold markets on the High Street, Egham.
- 1.2 Three markets were held by Surrey Vegan Markets on 10 October 2020, 22 May 2021 and 24 July 2021. The market operator reported that all three market days had been successful and that there was a clear appetite for these markets amongst the community, even though there had been significant challenges resulting from the Covid 19 pandemic.
- 1.3 Council Officers carried out a survey after the Vegan Market in July 2021 to gauge what businesses felt about the market. The results of the survey were overwhelmingly positive (survey dashboard available through the link provided in the background papers below).
- 1.4 Egham Chamber of Commerce liaise with and manage the market operator, and all operational matters are dealt with between the two parties. This includes the setting up and taking down of the stalls on market day.
- 1.5 Due to the success of the markets, the Vegan Market operator requested to hold the market more regularly, however, Egham Chamber of Commerce at the time, held a license that only permitted three events per annum.
- 1.6 To allow further markets/events to occur the Environmental and Sustainability Committee, in September 2021, resolved to allow the Corporate Head of Law and Governance to grant up to 24 street trading licenses in a calendar year to the Egham Chamber of Commerce, in addition to the street trading licenses which are already authorised to be granted.
- 1.7 The Environment and Sustainability Committee recommended that the Council allow Egham Chamber of Commerce to run a trial period of 6 events, to be reviewed at the end of the period, allowing for possible further events in other parts of the borough based on the outcomes.
- 1.8 In addition, it was resolved that Officers would ensure Egham Councillors were informed when events were taking place. Officers would feed back to Egham

Chamber of Commerce that a broader range of markets would be favoured. Any outcomes would be reported back to the committee by officers in March 2022.

2. Report

- 2.1 Since the last committee in September 2021, Egham Chamber of Commerce has hosted a further four vegan markets, in October and December 2021 and February and March 2022. The first three of these markets for which feedback is available suggests they have been very successful.
- 2.2 Given this success, Egham Chamber of Commerce have agreed to Surrey Vegan Markets having a regular market slot on the second Saturday of each month during 2022.
- 2.3 So far during the trial period all markets have been provided by Surrey Vegan Markets. However, Officers have been in discussion with Egham Chamber of Commerce as to other opportunities available to widen the breadth of markets and events to be held in the town.
- 2.4 Egham Chambers are currently in discussions with an operator that is keen to host a vintage /retro market in Egham. These discussions are ongoing, and a date is yet to be set.
- 2.5 In order to accurately assess the success of additional markets and to gauge their impact on the town centre, Officers will undertake an assessment of the outcomes once a wider variety of markets have been held in the town.

3. Policy framework implications

- 3.1 The Council's Corporate Business Plan identifies four key objectives of : Supporting Local People, Improving Our Economy, Enhancing Our Environment and Organisational Development
- 3.2 In line with some of the key objectives, this trial aims to further the aim of 'Supporting Local People' through the theme of *continuing to support the improvement of exciting local leisure activities*, by providing a wider range of shopping experiences to the community by way of offering markets in the town centres.
- 3.3 To meet the Council objective to 'Enhance Our Economy' this proposal aims to support the Corporate Business Plan to *improve the quality and vibrancy to the local economy* through the opportunity to hold regular markets in the town centres, attracting more visitors.
- 3.4 By creating more *vibrant and diverse town centres* we aim to reduce leakage spend to neighbouring boroughs. A regular street market will encourage the community to interact with local traders and local retailers, allowing the opportunity to visit shops while attending the market.
- 3.5 National Planning Policy Framework

Section 7 of the NPPF '*Enhancing the Vitality of Town Centres*' paragraph 86. This report aims to work within the planning policy framework to promote town

centres and to retain, enhance and create new opportunities where possible to support *promoting the vitality of town centres*.

<https://www.gov.uk/guidance/national-planning-policy-framework/7-ensuring-the-vitality-of-town-centres>

4. Resource implications

The proposed markets have so far impacted on the following Council departments:

- 4.1 Legal – responsible for providing a Street Trading Licence to allow regular markets in Egham
- 4.2 Economic Development – Town Centre Management will be key in supporting Egham Chamber of Commerce to develop the regular market
- 4.3 Environmental Services/Licensing – there are licensing issues around food hygiene and licences will be required for the sale of alcohol and any kind of public entertainment.
- 4.4 Currently there has been no additional resources needed from Direct Services (DSO) - Refuse, street cleaning and staff resources during market day. This will be reviewed at the end of the twelve-events calendar date.
- 4.5 Potential risks associated with more frequent markets are that there may not be enough demand to allow the traders to derive an income on a regular basis from the market, resulting in less interest from market operators to set up further markets.

5. Legal implications

- 5.1 For the purpose of this report, which is for information only, there are no such implications

6. Equality implications

- 6.1 For the purpose of this report, which is for information only, there are no such implications

7. Environmental/Sustainability/Biodiversity implications

- 7.1 For the purpose of this report, which is for information only, there are no such implications

8. Other implications

- 8.1 For the purpose of this report, which is for information only, there are no such implications.

9. Timetable for Implementation

- 9.1 For the purpose of this report, which is for information only, there is no further implementation needed other than that to review the impacts once the six markets have run with a breadth of offerings.

10. **Conclusions**

- 10.1 Officers suggest that the success of markets can only be made once the Egham Chamber of Commerce have had the opportunity to introduce a range of markets. Officers would suggest that a review be reported back to the Environment and Sustainability Committee later in the year, when there should be sufficient outcomes from a breadth of markets held in Egham.

(For information)

Background papers

Environment & Sustainability Committee Report 'Proposal for Additional Markets in Egham Town Centre' dated 29th September 2021