

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

**COALVILLE SPECIAL EXPENSES WORKING PARTY –
TUESDAY, 20 APRIL 2021**



Title of Report	UPDATE ON NEWMARKET AND TRADERS
Presented by	Claire Lambert Commercial Facilities Officer
Background Papers	None
Financial Implications	None. This report is for information only. Signed off by the Deputy Section 151 Officer: Yes
Legal Implications	None. This report is for Information only Signed off by the Deputy Monitoring Officer: Yes
Staffing and Corporate Implications	None. This report is for Information only Signed off by the Deputy Head of Paid Service: Yes
Purpose of Report	To provide an update to members on the progress of the construction works at Newmarket, Marlborough Square and on the support we are providing to all our traders to ensure both a successful and smooth transition to Newmarket.
Recommendations	THAT THE WORKING PARTY NOTE THE CONTENTS OF THE REPORT

1.0 BACKGROUND AND VISION

- 1.1** The proposal to redevelop the former Litten Tree to create an indoor market was agreed at Cabinet on 24th July 2018. This proposal will help to inject vibrancy and energy into Coalville's market provision, help towards the regeneration of Coalville town centre, improve an unattractive building and provide a retail anchor to help support footfall through the town and into Marlborough Square. The indoor market will also create a key revenue stream for the council.
- 1.2** The vision for Newmarket is to create a dynamic environment with a mix of traditional market stalls and food outlets together with a space for entertainment and events. Officers are aiming to attract high quality market traders and caterers to provide a destination for both new and existing customers, reflecting the new ways in which people shop and socialise. The current pandemic has also seen a number of people change their shopping habits and more people are now shopping locally to support local businesses.

2.0 HANDOVER OF PREMISES AND INDICATIVE TIMELINE

- 2.1** The council took possession of Newmarket on 25th February 2021 following the near completion of the construction works. Connection to the electrical supply is still outstanding and we are waiting for Western Power Distribution to confirm the date. The external decorations and signage will be completed once the weather becomes more settled.
- 2.2** The opening of Newmarket will very much depend on the easing of the national lockdown restrictions. Officers consider that it would not be beneficial for either the council, or for businesses, to open the market whilst social distancing restrictions are still in place and consumers are still not confident to return to the high street.
- 2.3** Officers have installed decals on the windows to give the public a flavour of what to expect when Newmarket opens and to promote the market to potential traders and customers.
- 2.4** Officers are continuing to work to the following indicative timetable to open in July 2021. This programme concurs with the road map the government published at the start of the year, however it is widely acknowledged that these dates could be subject to change.

Key Milestones	Target Date
Newmarket handover	Feb 2021
Decals installed	March 2021
External decorations complete	April 2021
Utilities connection	April / May 2021
Agree interior design	April 2021
Processes & procedures pack approved	April 2021
Critical mass of traders signed up to trade	May 2021
Interior design and fit out complete	May / June 2021
Traders fit out - permanent and catering stalls	May / June 2021
Traders notified on last trading day (subject to Road Map)	June 2021
Final day of trading at Coalville Market (subject to Road Map)	July 2021
First day trading at Newmarket (subject to Road Map)	July 2021

- 2.5** Officers have been operating Coalville Market on a Thursday and Friday for essential traders in line with government guidance. Normal opening hours will resume for all traders on 12th April 2021.

3.0 SUPPORT TO COALVILLE TRADERS TO MOVE TO NEWMARKET

- 3.1** Officers have used the time following the handover to invite Coalville market traders to view the new premises (in line with social distancing guidelines). This has been extremely encouraging as, without exception, all the visitors have been extremely impressed with the craftsmanship, layout and feel of the building. Traders have expressed how much they are looking forward to trading at Newmarket in a warm (and dry), contemporary environment.
- 3.2** To realise our vision officers need to ensure that we have the right traders offering a product which aligns with this vision. It is also important that Newmarket is the right choice for traders and they can sustain a viable, profitable business. Unfortunately, this

vision does not fit all of their business models and some of the traders are considering a move elsewhere.

3.3 The table below provides details of all the Coalville market traders and a summary of the current status with regard to the Newmarket application process.

Status of Newmarket Applications	No.	Coalville Market Traders
Applications received and supported to move to Newmarket	7	<ul style="list-style-type: none"> • Knit & Stitch • Rock-a-Billy • Kevin's Shoes • The Homemade Brownie Company • Pollards • Rocket Railway • Toms Pitta
Interested in coming to Newmarket and working with us to complete an application.	11	<ul style="list-style-type: none"> • The Sliver Fairy • Brockley Pies • Project Donut • Gents Outfitters • Resin Flower Jewellery • Artist, Watercolour Prints and Gifts. • Healthy Harts • Quackers Bakery • Surfers jewellery and accessories • Whey – Hey • Plants, Planters & Garden Accessories
Applications received but had to withdraw due to ill health	1	<ul style="list-style-type: none"> • Watch Repairs
Trader retiring	1	<ul style="list-style-type: none"> • Ted Eggs
Decided not to join us at Newmarket as the merchandises does not complement the vision and they do not want to change their product line	3	<ul style="list-style-type: none"> • Vaping Products, and accessories • Claire Bric a Brac • Dave Bric Brac
Looking at other premises	3	<ul style="list-style-type: none"> • Imran & Nimmi Akmal (Ladies Fashion & Bags) • Kim's Candles
Outside trader only	1	<ul style="list-style-type: none"> • Grimsby Fish

3.4 Although some of the above traders are not moving with us to Newmarket we are offering a package of support to all traders to either support their transition to Newmarket or to move on to other premises within North West Leicestershire. The support we are offering comprises of the following.

- One to one intensive training on physical retail skills including customer service, creating an impact, layout and implementing promotions.
- Digital marketing training to provide each business with the knowledge and ability to move into the ever evolving online retail world. This will offer businesses practical advice and support on how to use digital tools to increase profitability and exposure.

- Bespoke grants of up to £500 to support traders to transition to Newmarket or another premises within NWL.
- A monthly newsletter to ensure consistent and effective communication is provided.

3.5 In addition to the above it is important to note that our Market Officer has invested a significant amount of time building strong working relationships with all the traders and operates an open door policy to provide support & guidance at any time.

3.6 Our Business Focus Team have continued to provide support and advice tailored to each of the traders as well as continuing to offer access to grant funding.

4.0 CATERING UNITS

4.1 As well as a traditional market, our vision is to create a street food scene which will become a destination for residents and visitors alike. Newmarket has 4 state of art catering units to offer to potential food retailers.

4.2 Officers are currently in negotiation with one of our exiting traders to deliver a barista style coffee shop similar to the successful high street outlets which currently dominate town centres across the country.

4.3 The offer for our second catering unit is for light lunches, salads and snacks to complement the coffee shop. Officers are continuing to market this opportunity

4.4 Officers will also be targeting businesses to provide a deli style offer where customers can enjoy a variety of cheeses, charcuterie, anti-pasti, tapas style dishes similar to those usually found in continental markets.

4.5 The smaller unit will be a rotating offer potentially suitable as a diversification for established restaurants in Coalville as an outlet to promote their individual, diverse style of cooking. There is also a growing number of street food providers we will target to take up this opportunity. Officers have already received an application from a food vendor selling Greek food and have been in discussion with businesses selling Caribbean food, pizza and Buddha Bowl.

5.0 MARKETING STRATEGY TO ATTRACT NEW TRADERS

5.1 Our on-going marketing campaign to promote the opportunities at Newmarket includes social media, press releases, leaflet drops, banners and directly targeting individual businesses and market traders who will complement our vision. Now the construction works are complete, and we have agreed an introductory offer, we are able to significantly step up this campaign to reach even more businesses.

5.2 The strategy for all expressions of interest we receive for stalls at Newmarket is to offer them the opportunity to trade at Coalville Market until a time when Newmarket is open for trade. This gives us the chance to secure the trader in Coalville so they don't look elsewhere and to support them in their transition to Newmarket.