

Economic and Cultural Development Team



**Concessions, Market, Street
Traders and Street Entertainers
Strategy**

Summary of recommendations for Concession, markets, street trader and street entertainment strategy

1 Summary recommendations for concessions

Concessions being business opportunities offered via a lease on Arun District Council Land (excluding Markets which are covered later). Concessions are now managed by Chichester District Council. This strategy does not cover the day-to-day processes in procuring and managing concessions. It centres on getting the diversity and quality correct to benefit the vibrancy of the District's town centres.

- 1.1 The award of all concession leases/licences must adhere to the general principles governing the use of Concessions within Arun District (see Box 1).
- 1.2 The quality aspects of a concessionaire's proposals are given equal weighting as the financial offer in line with the Tender Evaluation matrix outline in the Environmental Working Party report (16th November 2010).
- 1.3 All concession opportunities are competitively procured, unless there are exceptionally good reasons for not doing this.
- 1.4 A forward plan for concessions renewals and procurements is created and managed by the Concession Review Group
- 1.5 Where substantial capital investment is required to improve the quality of concessions then longer leases should be offered
- 1.6 Although not land controlled by Arun District Council, if consulted the Council's position would be against concessions being introduced on the High Street pedestrian precinct in Littlehampton
- 1.7 Concession opportunities are introduced as part of the Littlehampton East Bank river walk improvements. These should be complementary to existing businesses operating in the area and should offer something different to enhance the diversity of Littlehampton
- 1.8 A non-permanent food and drink concession opportunity is explored with existing concessionaires on the Littlehampton seafront
- 1.9 Although not land controlled by Arun District Council, if consulted the Council's position would be against retail concessions on London Road in Bognor Regis with the exception of pop-up retail to fill void spaces or empty shops
- 1.10 A concession space should be identified for use by Chichester University and local secondary schools for Enterprise projects
- 1.11 Sites for permanent concessions on Bognor Regis' Esplanade are identified. These should result in high quality and impactful concessions in terms of both the architecture and goods and services offered
- 1.12 The concession contracts on the Esplanade in Bognor Regis which come to an end in 2014 are put out to market together, this will give operators the ability to bid for several lots at once or for individual lots. This procurement exercise must ensure a step change in the quality of concessions on Bognor Regis seafront.
- 1.13 The concession in Hotham Park is replaced with a permanent new build structure offering higher quality. However the more standard needs of park users must also be catered for.

1.14 Opportunities for concessions in Arundel are explored as they arise. However should opportunities arise then Arundel Town Council will be consulted and a concession would only be awarded if they are in line with the principles outlined in Box 1.

1.15 The District Council should be opportunistic and open about other concession options as opportunities arise, and supportive of other tiers of Local Government who attempt to do such things.

Box 1

Principles governing award of concessions in Arun District

Concessions should:

- Offer something new to add diversity to a location
- Improve the townscape
- Wherever possible source produce and staff from within the District
- Offer a customer experience that is of a high quality and leaves a positive impression of the area
- Must be consistent in its offer, quality and opening hours

2 Summary recommendations for Markets

Markets in this strategy cover all open air markets. This includes those that operate on non-ADC land as Street Traders and also those that operate on ADC land via a lease arrangement

- 2.2 All market operations must adhere to the general principles governing the use of markets within Arun District (see Box 2).
- 2.3 Effort is put into trialling a 'World Food Market' in Littlehampton.
- 2.4 The general traders market in Littlehampton is continued on the main pedestrian precinct.
- 2.5 The general traders market in Littlehampton is kept to one day a week (Friday)
- 2.6 The street traders fee for markets in Littlehampton is reviewed
- 2.7 The potential for an artist's market in Littlehampton is explored
- 2.8 The General Traders Market in Bognor Regis is operated as per the procurement exercise currently in process. The conditions of the procurement exercise are rigorously enforced for the Bognor Regis General Traders Market to ensure an uplift in quality
- 2.9 After the 3 year Bognor Regis General Traders market contract has run then the most appropriate location(s) is reconsidered (the location could be London Road, Place St Maur or the Esplanade). It may even need to alter according to the time of year to be most effective. All of this will be explored in advance of the next time the market is procured.
- 2.10 The potential of a farmers market, or some other niche market, should be explored for the London Road precinct. This should form

part of the procurement package for the General Traders Market in 3 years time.

- 2.11 The potential for an artist's market in Bognor Regis is explored. This should allow the town's creatives, including students of the University, to display and sell artistic goods.
- 2.12 The potential of a Students Market, for freshers week, is explored in Bognor Regis. Should this prove successful then more frequent markets of this type could be established.
- 2.13 The Farmers Market in Arundel is continued and supported
- 2.14 In order to achieve the aspirations in the Leisure Strategy the prospect of alternative seasonal activities such as a temporary ice skating rink will also be explored for Arundel.
- 2.15 The District Council should be opportunistic and open about other market options as opportunities arise, and supportive of other tiers of Local Government who attempt to do such things.

Box 2

Principles governing award of markets by Arun District Council

Markets:

- Should be high quality in both appearance and the customer experience
- Should generate a reason for coming to the Town and not simply be another option for people already there.
- Should attract an audience to spend money there and in the Town.
- Should be an attraction in their own right and not simply a 'facility' for those already in the town.
- Should 'add value' to the Town's offer and not (unnecessarily) duplicate it and certainly not detract from it.
- Must be consistent in its offer, quality and attendance.
- Must be promoted at least throughout Arun District.

3 Summary recommendations for Street Traders

Street Traders are traders in non-permanent structures operating in licensed areas with a Street Traders licence.

- 3.1 Street Trading licences are issued according to the principles outlined in Box 3
- 3.2 The principles outlined in Box 3 will mean that only if a food and drink street trader offers a different nature of product will it be granted a licence
- 3.3 In the process of issuing Street Traders licences the Economic Development team, other internal teams as appropriate, the relevant Parish Council and the District Council Ward member are consulted and their views taken into account in the decision making process.
- 3.4 Opportunities for artists, acting as Street Traders (i.e. portrait sellers), are actively marketed via the local press, Chichester University and Arun Arts Network.

Box 3

Principles governing award of Street Trader licences in Arun District

Street Trader should:

- Should offer something new to add diversity to a location
- Improve the townscape
- Wherever possible source produce and staff from within the District
- Offer a customer experience that is of a high quality and leaves a positive impression of the area
- Must be consistent in its offer and quality

4 Summary of recommendations for Street Entertainment

Street Entertainment is defined here as small scale open air performances with no significant equipment or organisation required. This strategy does not cover larger events such as concerts or major open air theatre productions.

4.1 The Council should do more to encourage and facilitate street entertainers to use the public realm in the town centres of Bognor Regis, Littlehampton and Arundel

4.2 The following locations should be designated as venues for Street Entertainment and licensed accordingly if applicable:

- In Bognor Regis:
 - Place St Maur
 - Esplanade Band Stand
 - Newly created permanent performance area in Bognor Regis
 - London Road
 - Hotham Park
 - Waterloo Gardens
 - West Park
- Littlehampton
 - High Street (pedestrian precinct)
 - East Bank river walk
 - Newly created performance area (south of Banjo Road)

- The Green
- Arundel
 - Cobbled area in front of Butchers and Pallant delicatessen
 - Tarrant Street

4.3 A permanent open air venue is pursued in Littlehampton (most likely the sunken gardens by Banjo Road)

4.4 A permanent open air venue is considered in Bognor Regis. Local organisations (such as Rox) should lead this process.

4.5 The opportunities for open air entertainment in said locations should be proactively marketed, especially to partner organisations such as the education institutions, Arun Arts Network and community groups. Local press should be made aware of these opportunities.

4.6 Arun District Council should explore taking over the licensing of street entertainers from WSCC in order to safeguard quality.

4.7 Arun District Council should consider how to programme street entertainment to ensure no double bookings