



Subject:	Commercialisation Opportunities at the Council's Markets
Date:	8 March 2017
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Is this report restricted?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	<p>The purpose of this report is to:</p> <ul style="list-style-type: none">- Advise the Committee of work that has been underway to explore additional opportunities for commercialisation at the Council's Markets, principally St George's Market- Secure approval from the Committee to move forward with securing sponsorship to support the delivery of the Twilight Market.
2.0	Recommendations
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none">- Note the impending opportunities to pursue sponsorship for the upcoming Twilight Markets and agree to move forward on these, within agreed parameters- Note the proposals to move forward with the development of a sponsorship policy across the Council as a means of increasing income from the private sector.
3.0	Main report
3.1	<p>Members will be aware that St George's Market is now firmly established as a popular weekend venue that attracts both residents and visitors to the city. It attracted over one million visitors last year.</p>
3.2	<p>The venue has won numerous awards over the course of the last year. These include "Best</p>

	<p>Market” at the Observer Food Awards in October 2016 and UK’s Best Market as voted by NABMA – the National Association of British Market Authorities in February. The latter award recognised the additional work being carried out to animate the venue and widen its appeal.</p>
3.3	<p>In the course of the last year, the venue has been used increasingly for mid-week events and conferences. These include the Digital DNA conference in June 2016 and the Young Enterprise Market in November 2016. The Markets Management team is actively pursuing opportunities to secure new business for mid-week events.</p>
3.4	<p>As part of the rates setting process, Members make a commitment to secure additional income in the coming financial year. This frames the discussion for a more commercial approach to venues such as the Market. The success and brand recognition of the venue means that it could be a useful pilot for a more commercial approach across other venues and to support wider events.</p>
3.5	<p>One of the most significant areas of opportunity that has emerged in the last year is the Twilight Markets. The first of these took place on one evening on 11 November 2015. The event was so successful that people were queuing up to get in. The subsequent events have taken place over two mid-week days/evenings (Tuesday and Wednesday). The last event attracted more than 30,000 people over the two days. Since the events started, they have attracted in excess of 70,000 people.</p>
3.6	<p>The social media coverage at these events is significant. The Council’s Communications Team supports a social media-focused campaign (alongside other media such as billboards and flyers) and each event has attracted television coverage. Traders and attendees have also engaged in the social media activity – and this has very successfully raised the profile of both the event and St George’s Market as a venue.</p>
3.7	<p>In December 2016, the City Growth and Regeneration Committee agreed to support at least three Twilight Markets for the coming year. Indicative dates have now been set. These are:</p> <ul style="list-style-type: none"> • 8 , 9 May • 1, 2 August • 7, 8 November <p>Officers have identified the potential to explore sponsorship opportunities for the Twilight</p>

3.8	Market in order to offset the running costs associated with the event. There will also be income from stall holders at the event as is the case at present.
3.9	<p>In the absence of a sponsorship policy which sets parameters around issues such as the types of companies that might be appropriate to approach for sponsorship, it is proposed that preliminary engagement will be with companies that may already have a relationship with the Council or that align to the values currently being developed as part of the work on place positioning.</p> <p><u>Financial & Resource Implications</u></p>
3.10	<p>The sponsorship income for the Twilight Market will need to be market-tested. However, there is an opportunity to cover most if not all of the costs associated with running the events.</p>
3.11	<p>Recruitment will soon get under way for a new staffing complement at the Market. This will include additional front-facing staff as well as Duty Managers.</p> <p><u>Equality or Good Relations Implications</u></p>
3.12	<p>No specific equality or good relations implications. The Good Relations Team has advised on access issues at the Twilight Market.</p>
4.0	Appendices
4.1	None