

HEREFORD CITY COUNCIL

MINUTES OF THE MEETING OF THE COUNCIL

TUESDAY 17 September 2013

PRESENT: The Right Worshipful the Mayor of Hereford, Cllr Phil Edwards and Cllrs Boulter, Kenyon, Michael, Nicholls, Preece, Tawn, Toon and Wilcox.

NOT PRESENT: Cllrs Hempton-Smith, Kay and Oliver.

ALSO PRESENT: The Town Clerk, Finance Officer and the Civic and Community Development Officer.

C2013/2014.54

APOLOGIES FOR ABSENCE

Apologies for absence by Members of the City Council were received from Cllrs Andrews, Chappell, Chave, Davies, Nenadich and Powell.

C2013/2014.55

DECLARATIONS OF INTEREST

Members received declarations of interest under the Herefordshire Code of Conduct pursuant to the Localism Act 2011 from Cllr Tawn in respect of item 6 on the agenda, the Buttermarket and from Cllr Nicholls in respect of the same item.

C2013/2014.56

PUBLIC PARTICIPATION

No members of the public were present.

C2013/2014.57

MINUTES

Members approved the minutes of the Meeting of the City Council held on the 30 JULY 2013.

RESOLVED:

The Minutes are approved and be initialed, sign and dated by the Chairman as a true and accurate account of the Meeting of the City Council held on the 30 July 2013.

C2013/2014.58

MAYOR'S COMMUNICATIONS

Members received the following communication from The Right Worshipful the Mayor:

- Informal gathering in parlour of Chairman and vice chairman.
- Balfour Beatty living places – Attended a launch meeting on the 10 September. 90% of team have come across from Amey. All managers are new. All staff are undergoing training.

C2013/2014.59 BUTTER MARKET

Members received a presentation from Quarterbridge and considered referring the matter to Finance and Policy committee for detailed discussion.

The following was covered by Quarterbridge during their presentation:

- Quarter bridge leading developers for markets and improving and regenerating markets.
- In order for markets to succeed they need to be retailers and attract customers of all forms.
- Several (6 options considered) choices in relation to what could happen to the Buttermarket which have been considered for the most viable option.
- Should be a strong focus in the Buttermarket on food and drink and eating as these are all the things we need/do every day.
- Need to get into the mindset of shoppers. Markets need to be clean and bright and welcoming.
- Need to attract a wider demographic of shopper.
- A market needs to be run like a shopping centre to succeed.
- Interact with the community. Local food, improve local economy, passionate traders, knits the community.
- Guild hall in Buttermarket just used for storage at the moment but this could become a community hub, cooking school, arts and crafts school etc.
- Combine heritage of Buttermarket with modern retailing technique, New market layout, high standard stalls to name just a few.
- Quarterbridge have developed many award winning markets since 1999.
- Southport award winner for 2013. Used as case study in the presentation delivery.
- Plan of action:
- Design and specify the Buttermarket as a retail environment promoting local produce
- Ensure cost control and business plan adherence
- Pre- let space
- Encourage outsourced market management for the first two years
- Provide long term ownership options.

Copies of the presentation can be obtained from the Civic and Community Development Officer on request.

Bullet points from questions and answers are as follows:

- Examples of successful markets shown in the presentation have an entirely different population to Hereford. In the examples shown the populations are there to serve these markets in these areas which is not the case in Hereford.
- Outside markets challenge indoor markets due to rental costs.
- People will not carry produce brought from a market to their car which is parked a distance away.
- How would the above issues be addressed to make the Buttermarket successful?
- Main reason there are not enough traders in Buttermarket is due to the look and feel of the Buttermarket rather than the challenges from traders outside of the market.

- There is no viable way a bus service or parking area close to Buttermarket can be implemented so this is an issue that can't be overcome.
- The two markets at present trade as two separate entities and these need to trade as one and work together not individually - the outside market should be an extension of the indoor market.
- Where have Quarterbridge failed.
- Have not failed as yet.
- Whoever manages the markets needs to have control of both indoor and outdoor traders so they can be managed together as one.
- The City Council does not have the budgets or funding that Herefordshire Council have and so would be unable deliver such a costly project.
- The City Council should not consider taking on the Buttermarket unless it gets control of the outside markets as well.
- The City Council needs much greater detail before it could even consider taking over the Buttermarket.
- Past discussions about what people would like in the Buttermarket. A children's crèche in there would be ideal. Mothers often would use this service to enable them to go shopping for a couple of hours child free.
- There is no design for the Buttermarket at this stage until an appointment from the relative authority is received to proceed with designs and business plans. Crèches absolutely, a very good idea.
- Andrew Ashcroft gave a brief overview of past history and how Herefordshire Council have arrived at the point they are at today.
- Original plans were to develop the Buttermarket on a cost neutral basis but from the presentation there seems to be a completely different concept.
- A Herefordshire Council cabinet report refers to a decision needing to be made by December and this does not give enough time to consider this properly and deal with all the legal issues involved. This timescale is not practical.
- December deadline is for an idea of direction as it would not be possible to get all the legal issues by then.
- Proposed to pass consideration of this item to the Finance and Policy committee for more in depth consideration.
- Importance of the Buttermarket.
- Hereford is in major transitional stage.
- The City Council to consider very carefully the options with the Buttermarket.
- Need to keep the historical centre of the City and think of ways to make this work and make the City Centre unique and bring people in.
- The Buttermarket needs to be made unique and is doable but it will need a real leap of faith to take this forward.
- Proposed to discuss this in detail and look at all over a dedicated 2 day period over a weekend.
- Possibility of the Buttermarket becoming a historical unit.
- Full consideration should be given to embarking on this project as a partnership with both councils taking a joint risk relative to each Councils size.

Cllr Toon proposed to discuss this in detail and look at all the information and detail over a dedicated 2 day period over a weekend.

Cllr Kenyon seconded Cllr Toon's proposal and it was put to the vote. 5 voted in favour of the proposal with 3 abstentions.

RESOLVED:

To discuss this in detail and look at all the information and detail over a dedicated 2 day period over a weekend.

C2013/2014.60 HEREFORDSHIRE COUNCIL FAIR SHARE PETITION

Members were made aware that this was a National campaign and Members are free to sign the petition if they wish to do so.

C2013/2014.61 DRAFT MINUTES

Members noted the draft minutes of the Meeting of the Planning Committee held on the 7 August & 4 September 2013.

Members noted the draft minutes of the Meeting of the Community Development Committee held on the 10 September 2013

Members noted the draft minutes of the Meeting of the Finance and Policy Committee held on the 3 September 2013

C2013/2014.62 REPORTS FROM REPRESENTATIVES OF OUTSIDE BODIES

- a) **Municipal Charities (Cllrs Polly Andrews, Aubrey Oliver and Anna Toon)**
Cllr Andrews informed Members that she was not at last meeting as she was on holiday.
- b) **Here for the City (Cllrs Alex Hempton-Smith & Anna Toon)**
Still waiting for date of next meeting. The Town Clerk gave brief overview of what he's aware of to date.
- c) **Herefordshire Market Towns Forum (Cllrs Polly Andrews, Charles Nicholls & Brian Wilcox)**
Nothing to report
- d) **HALC Executive Committee (Cllrs Alex Hempton-Smith, Jim Kenyon & Anna Toon)**
Cllr Toon informed Members the next meeting is due to take place on the 18 September 2013.
- e) **SAM (Cllrs Alex Hempton-Smith & Anna Toon)**
See above.
- f) **The Enterprise Zone Stakeholder Group (Cllr Tawn)**
Report as circulated
- g) **Three Choirs Festival (Cllrs Liz Chave & Jason Kay)**
No members present to give a report

- h) **Hereford Twinning Association (The Mayor)**
No meeting had taken place since the last meeting of Council
- i) **Hereford City Tourism Group (Cllr Chave with Cllr Tawn as reserve)**
No meeting had taken place since the last meeting of Council
- j) **Hereford in Bloom (Cllr Kenyon)**
Heart of England Awards were attended by the Mayor and the Community Development Officer on the 12 September 2013 – Town Clerk to report under his Town Clerk’s communication item on the agenda.
Neighbourhood Awards on Thursday are being attended by Cllr Nicholls and Town Clerk.

C2013/2014.63**TOWN CLERK’S COMMUNICATIONS**

Town Clerk gave a report on the following:

- The Heart of England event, report provided by the Civic & Community Development Officer, detailing the awards received by Hereford City under the different categories.
- Gill Marsh is to cover the post of Mayors secretary whilst Alyson Mumford is on maternity leave.
- The new date for the next meeting of G & P committee is the 1st October 2013
- Tenders for allotments opened today, there are two potential contenders and a decision is to be confirmed once a financial query has been clarified.
- Audit report from external auditor

The Mayor thanked the Finance Officer and the Chairman of Finance and Policy Committee for the excellent work they do.

Cllr Kenyon requested that Members of the Council engage in receiving electronic copies of agendas and minutes in the future. It was explained that under Parish Council Law this could not be done and hard copies must be produced and delivered directly to Members of the Council.

C2013/2014.65**DATE OF NEXT MEETING**

Members noted the date of the next meeting is 29 OCTOBER 2013

There being no further business the Chairman called the meeting to a close at 7.23pm

Signed.....

Dated.....