

Public Question Time

Question from Agris Celinskis

Is Council aware of any footpath trading contrary to Local ordinance 1 s 21 and Procedures and Protocols Manual sections 21.3 and N and K being parking on the footpath, obstructions and non-compliance with permits occurring at the Esplanade Market? What is Council currently doing to address any significant and ongoing permit compliance issues at the Market? Given recent market operational management changes, what are the interim arrangements commencing this week being 2nd September? Is there an approved marketing strategy for the markets given the income and economic impact generated for Council by the esplanade market? If so, is that publicly available? If not, when will one be completed? What is the public consultation process if any?

Response

In response to your Esplanade Market questions submitted to Council, please find below our responses:

1. Is council aware of any footpath trading contrary to Local ordinance 1 s 21 and PPM 6.5 22,26 occurring at the Market?

and 2. What is Council currently doing to address any significant permit compliance issues at the market?

Under a Footpath Trading Permit we have rules that any display of goods must either be on a table or contained within some type of display and sufficient room for members of the public to stop and view the products without impeding on the pedestrian flow.

On Monday 2 September 2019 we were provided with pictures that show a Market Stall's items are protruding onto the footpath and creating a potential trip hazard.

The Market staff have addressed this with the Trader through a compliance letter which has been sent and received and will monitor their set-up weekly to ensure this issue does not occur again.

3. The Esplanade Market co-ordinator has recently concluded the tenure of that position. What are the interim arrangements commencing the week of 2 September?

Per the e-newsletter sent to all stallholders on Thursday 29 August, the Market Manager finished her role on Thursday 5 September. The Market Coordinator will act in the position for six weeks while we recruit the Manager. We will backfill the Coordinator role.

4. A number of market stall holders have faced a difficult winter season, indicating a significantly reduced visitation year on year now for the last 3 years for a number of reasons, both perhaps within and not within the control of Council. Is there an approved marketing strategy for the markets given the income and economic impact generated for Council? (a) If so, is that publically available? (b) If not, when will one be completed? What is the public consultation process if any?

Yes, there is an Esplanade Market Marketing and Communications Plan for 2019-20 that was approved by the Market Committee on 10 July 2019. It is based on statistically valid research conducted by a third party earlier this year.

We do not put the Marketing and Communications Plan, out for public consultation. It is guided by the Committee and developed by Officers who have extensive experience in marketing and promotions. We have been sharing elements of the Plan with stallholders yet some is commercial in confidence and we wouldn't like to provide the entire Plan to the

public as it would reduce our competitiveness if other markets secured the information and data we have invested in.