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Corporate Plan Output: Consents 9.4.8	

## INTRODUCTION

The purpose of this report is to obtain the Council's approval to the concept of establishing a high quality arts and craft market on the foreshore at New Brighton. The application has been received from New Brighton Projects Incorporated (Main Street) which has been tasked by the Burwood/Pegasus Community Board to develop business, community, and leisure opportunities that will promote New Brighton and the surrounding areas.

## VISION

The vision is for a high quality market, that is uniform in looks, and offers visitors to New Brighton a range of high quality products that reflects the best of New Brighton. It is intended to label each product with a New Brighton card promoting the history of the area. The market will be supported by entertainers and, it is hoped, become a well known market in Christchurch. It is intended to give preference to arts and crafts-people who reside in the wider Brighton area.

## MARKET OUTLINE

The site proposed is on the grass area at the south end of the library between the library and the amphitheatre. It is envisaged that the stalls (30 approximately) be situated around the outside of the grassed area, thereby minimising the impact on the grass by the market. It is intended that the market be held on a Sunday, the reasoning being that it conflicts least with sport and other community activities which often are held on a Saturday. The market will open at approximately 9.00am.

## CONTRACTS AND OBLIGATIONS

It is recommended that a commercial operator have control of the market in order to produce a commercially viable market of high standard. The operator will be contracted to meet the following criteria:

- To present a market of the highest standard.
- To maintain product quality control.
- To monitor stall holders performance.
- To implement a complaint handling procedure.
- To meet all occupational health and safety issues.
- To ensure stall holders meet all contractual obligations.

The applicant proposes that a management team be established that will consist of the:

- Commercial operator.
- New Brighton Projects Incorporated.
- Christchurch City Council representatives.

The main aim of this team will be to produce a business plan, implement the plan and monitor it. The management team's responsibilities will be as follows:

- Commercial operator – market management administration.  
New Brighton Projects Incorporated – logistic support and co-ordinating peripheral events and entertainment.
- Christchurch City Council – concept approval, area improvement and grounds maintenance.

The financial control for the market will remain with the commercial operator. However costs will have to be factored into the calculations, and reimbursements for:

- Christchurch City Council – cost of ground maintenance and improvements.
- New Brighton Projects Incorporated – cost of logistic support.
- New Brighton Charity – sponsorship of a non-profit making New Brighton charity.  
There will be a need for storage facilities to be available for use by the stall holders.  
Public toilets are available for both the public and stall holders.

The applicant believes that there may be one or two potential problems, the most contentious of which will be with the local retail outlets, in particular food outlets. There is also a potential conflict of interest for the Council with any future retail food development within the library complex. The applicant recommends to resolve these conflicts that local retailers be invited to participate in the market so long as they meet the quality and standards that are laid down. Failure to meet the standards or lack of interest will resolve most issues they believe. One alternative to this foodstall issue will be to provide only foods that are not available through the local outlets.

All foodstalls will be required to meet current health standards and requirements.

## **DISCUSSION**

Officers are of the view that the siting of these stalls around the edge of the concrete path on the grass area may not be sustainable in the long term, because the grass will not sustain the continual heavy use during the winter months when the grass is not growing. The stalls may be better sited on the concrete around the edge of the grass area rather than on the grass. Another option may be to undertake some other treatment to the edge of the existing grass area if officers concerns are realised. Further consultation should be undertaken with the community before the Council grants a licence to a commercial operator as required by the councils seeking community views policy.

## SUMMARY

The completion of the New Brighton Library and Pier complex has drawn a large area of people into the area, therefore there is an opportunity to promote New Brighton further through a high quality market that is commercially run, having input from the local community and the City Council. A market fits in with the City Council and the Burwood/Pegasus Community Board's vision of a future New Brighton, and also with the development of the Brighton Village concept as opposed to the Brighton Mall. Officers believe that the concept is a good one. However some of the issues raised in this report need addressing further before granting a licence to a commercial operator to operate a high quality arts and crafts market on the foreshore.

- Recommendation:**
1. That the Parks and Recreation Committee approve the concept of establishing a high quality arts and craft market on the New Brighton foreshore in the vicinity of the grassed area between the Library and Amphitheatre, preference being given to arts and crafts manufacturers in the New Brighton area.
  2. That once all issues have been resolved and a commercial operator has been found, staff report back to the Council with a firm licence proposal after seeking the community's views.

The above report was considered by the Burwood/Pegasus Community Board at its meeting on 22 November 1999. The Board fully supported the market concept and decided to recommend to this Committee:

1. That the concept of establishing a high quality arts and craft market in New Brighton be supported.
2. That once all issues have been resolved and a commercial operator has been found, officers report back to the Council with a firm licence proposal.

The Board also decided to seek the community's views on the proposal in conjunction with the New Brighton Residents' Association and to consult the New Brighton Combined Working Party on the best location for the proposed market.

### **Chairman's**

**Recommendation:** That the officer's recommendation be adopted.