

11. NEW BRIGHTON MARKET PROPOSAL

Officer responsible Parks Manager	Author John Allen, Team Leader Consents
Corporate Plan Output: Consents 9.4.8	

The purpose of this report is to obtain the Council's approval for the establishment of 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 zones.

VISION

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

MARKET OUTLINE

The proposed site is on the grass area at the south end of the library between it and the amphitheater, a plan will be tabled at the meeting. It is envisaged that the stalls (30 approximately) be situated around the outside of the grassed area, thereby minimising the impact upon 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 9.00 a.m. in the morning.

CONTRACTS AND OBLIGATIONS

It is recommended that a commercial operator controls 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 stallholders.

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 by inviting local retailers to participate in the market, provided they meet the quality and standards. 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 it is not growing. The stalls may be better sited on the concrete around the edge of the grass area rather than upon the grass. Another option may be to undertake some other treatment to the edge of the existing grass area if officers concerns are realized. Further consultation should be undertaken with the community before the Council grants a licence to a commercial operator as required by the Council's Seeking Community Views Policy.

SUMMARY

The completion of the New Brighton Library and Pier complex has drawn a large number of people into the area, which has created 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 Council and the Board's vision of a future New Brighton, it also fits in with the development of the New Brighton Village concept as opposed to the New 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 license to a commercial operator to operate a high quality arts and crafts market on the foreshore.

- Recommendations:**
1. That the Board recommend to the Parks and Recreation Committee that Council approve the concept of establishing a high quality arts and craft market upon 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, Officers report back to Council with a firm licence proposal after seeking the community's views.

Chairperson's

- Recommendation:**
1. That the Board adopt recommendation 1.
 2. That community views be sought in conjunction with the New Brighton Residents' Association.
 3. That once all issues have been resolved and a commercial operator has been found, Officers report back to Council with a firm licence proposal.