 <p><b>Brent</b></p>	<p align="center"><b>Highways Committee 20 October 2015</b></p> <p align="center"><b>Report from the Head of Transportation</b></p>
<p align="right">Wards affected Dudden Hill</p>	
<p align="center"><b>Neasden Town Centre – Road Closure for Street Market</b></p>	

## **1.0 Summary**

- 1.1 This report informs the Committee of temporary arrangements for a road closure in Neasden Town Centre between Birse Crescent and the North Circular Road slip road twice weekly on Wednesdays and Saturdays, in order to accommodate the possible temporary relocation of a street market from Church End Car Park during the redevelopment of the Church End Car Park site.
- 1.2 It provides information on studies commissioned by Regeneration and Growth for Neasden Town Centre, a proposed location for a street market and the consultation and legal process.

## **2.0 Recommendations**

- 2.1 That the Committee authorise the Head of Transportation to undertake in conjunction with Regeneration and Growth, a public consultation with local residents and businesses for road closures in Neasden Lane to facilitate a temporary street market.
- 2.2 That the Committee authorises the Head of Transportation to undertake statutory consultation for the necessary Traffic Management Order in parallel with the public consultation, to consider any objections or representations to

either consultation, and to implement the necessary signing and road markings or to report back to Highways Committee if objections are substantial.

### **3.0 Detail**

- 3.1 Regeneration and Growth have requested that Transportation make the necessary arrangements for temporary road closures in Neasden Town Centre between Birse Crescent and the North Circular Road slip (see Appendix A - Proposed Market Location, Neasden Town Centre).
- 3.2 It is proposed that the closures operate twice weekly on Wednesdays and Saturdays between 7 am and 5 pm to accommodate a street market during the redevelopment the Church End Car Park site.
- 3.3 The market would run initially for 2 years from when an operator is selected with an option for the Council to extend this by a further year and review the markets future.
- 3.4 Regeneration and Growth will procure a market provider and it is anticipated that the market in Neasden Town Centre will be operational in early 2016.

#### Study

- 3.5 A Neasden Town Centre Study was commissioned by Regeneration and Growth on the viability of a street market. In an online Shopping Survey (March - May 2015) 19 out of 28 respondents identified that they would like to see one of the street market types listed in the questionnaire.
- 3.6 Following this, further research and surveys were carried out that identified just over half (55%) of town centre users and just under half (45%) of businesses showed an interest in a street market. Of interested businesses, the majority (72%) favoured a weekend market, while users favoured a farmers' market (35%) or a weekend market (27%) (see Appendix B - Survey Snapshot: Viability of a market in Neasden Town Centre).
- 3.7 The market is proposed to run on Wednesdays and Saturdays in line with the survey results that identified a desire for a weekend market. The survey also identified that Wednesday was the least likely busiest day for businesses in Neasden; as such the market could help to attract customers to the local area.
- 3.8 Research conducted on behalf of NABMA (National Association of British Market Authorities) found that markets can increase footfall by up to 25% in town centres, with 55%-71% of market visitors also shopping in local businesses (Institute of Place Management, [www.placemanagement.org/research/markets-matter/](http://www.placemanagement.org/research/markets-matter/)).
- 3.9 The temporary market in Neasden Town Centre will provides an opportunity to test long term viability and interest.

3.10 Future planning for the market will need to carefully consider:

- close working with local businesses to minimise potential conflict caused by duplication of services / retail offer
- efforts to market / promote the market to maximise visibility and ensure the temporary market is a fair test
- ongoing monitoring of performance once operational to understand usage, satisfaction and impact on the wider town centre.
- the market needs to ensure it matches local demand and need

### The proposal

3.11 It is expected that around 30 to 36 stalls could be contained within the area.

3.12 Market operation times would be limited to 8 hours a day and time would be required to set up and clear the market, therefore the proposal is that the street would be available to a market operator between 7am to 5 pm providing for 10 hours a day.

3.13 A Traffic Management Order (TMO) would be required for the closure of Neasden Lane between the North Circular Road slip Road and Birse Crescent. It is anticipated that this 39 metres length of road will need to be excluded from the NC Controlled Parking Zone and will operate a separate Pay and Display scheme between 8.00 a.m. and 6.30 a.m. on Monday, Tuesday, Thursday and Friday only. On Wednesday and Saturday parking would be prohibited. It can be expected that car parking will be displaced to the Neasden Car Park.

3.14 Traffic affected by the closure would be diverted. South-eastbound traffic affected by the closure would proceed along the North Circular Road slip road and Birse Crescent. North-eastbound traffic affected by the closure would proceed on Cairnfield Avenue and Chartley Avenue. Local buses do not use the affected length of Neasden Lane.

3.15 The public and statutory consultation process will be carried out in the Autumn 2015 and be open to all. Leaflets will be distributed to properties in the vicinity with the consultation also available on line and advertised in the local paper.

3.16 Subject to the above approvals, a temporary market in Neasden would require officers to run a marketing campaign for interested companies to submit their proposals for this opportunity. The temporary market opportunity would be awarded following a marketing exercise by the Operational Director Property and Projects under delegated authority.

3.17 The marketing plan will look to advertise widely, comprising of the preparation of marketing particulars that will be available on Brent's website. Adverts will be

placed in the local paper, research will be undertaken to identify market operators and marketing particulars will be sent directly to them.

- 3.18 To test outcomes applicants will be required to complete a social value test, as defined in the community asset transfer process, making sure outcomes are aligned with Brent's Borough Plan.
- 3.19 Market traders parking can be provided in the nearby Neasden car park and a fee would be charged and applicants would be provided flexibility to either take up this option or to propose an alternative solution, as parking is a critical element for market operations this will be tested through the marketing process.
- 3.20 Associated signs, road markings and arrangements will be designed to minimise operational costs to the Council.

#### **4.0 Financial Implications**

- 4.1 It anticipated that a rental income will be derived from the Neasden market but this amount is not known at present as the market being a new proposition.
- 4.2 The new street market will result in a loss of on street parking revenue from pay and display parking bays and this is estimated at £12,200 per annum.
- 4.3 The costs of consulting upon, designing and implementing arrangements for the road closure are estimated at £11,000, as follows:
  - Consultation: £1,500
  - Design of the scheme: £4,000
  - Traffic Order: £3,500
  - Road markings and signage: £2,000
- 4.4 These costs will be met from Regeneration and Growths Special Projects Budget.

#### **5.0 Legal Implications**

- 5.1 The introduction of the closure of Neasden Lane and suspension of parking bays mentioned in this report will require the making of traffic regulation orders under the Road Traffic Regulations Act 1984, or a variation to existing orders.

#### **6.0 Diversity Implications**

- 6.1 S149 of the Equality Act 2010 provides that the Council must have due regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations between those who share a protected characteristic, and those who do not.

6.2 There are no diversity implications arising from this report and its recommendations at this time. However, an Equality Assessment will be carried out after the consultation with all affected residents, businesses and other stakeholders is carried out. This assessment will be included in the Delegated Authority report for approval by the Head of Transportation.

## **7.0 Staffing/Accommodation Implications**

7.1 There are no Council accommodation implications.

7.2 Council officers or contractors maybe involved in the managing or cleansing of the market, the costs associated with setting up/clearing the site will be included as part of the marketing process.

## **Background Papers**

None

## **Contact Officers**

Jill Rennie  
Project Manager  
Regeneration and Growth  
020 8937 2556

Sandor Fazekas  
Project Development Manager  
Transportation  
020 8937 5113

## **Appendices**

**Appendix A - Proposed Market Location, Neasden Town Centre**


**Appendix B - Survey Snapshot: Viability of a market in Neasden Town Centre**

Appendix A - Proposed Market Location, Neasden Town Centre

# Market Site, Neasden Lane, London, NW10




■ Market Site    ■ Potential Market Trader Parking

 **Brent**    **1:1,250**    NORTH

Plan to stated scale if printed at A4.

PSMA OS copyright statement  
 © Crown copyright and database rights 2015 Ordnance Survey 100025260  
 OS Open data copyright statement:  
 Contains Ordnance Survey data © Crown copyright and database right 2015



# Appendix B - Survey Snapshot: Viability of a market in Neasden Town Centre

## Survey Snapshot: Viability of a market in Neasden Town Centre

### Survey Snapshot: Viability of a market in Neasden Town Centre

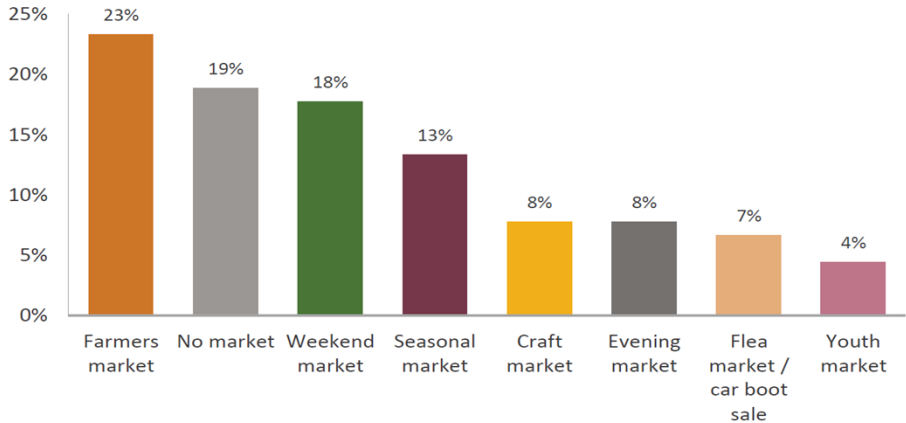
#### Place and Identity

1.1 Town centre animation – town centre users and businesses were mixed when asked about appetite for a street market in Neasden. It was found that a proposed temporary market in Neasden, provides an ideal opportunity to test demand and impact on town centre performance. It will be important that LB Brent works closely with the Neasden community to ensure that the temporary market would broaden the offer of the high street rather than competing directly with it. The council will have to closely monitor the performance of the market to ensure that an informed decision can be reached regarding a more permanent option.

#### Future Interventions

- 1.2 A market was only identified by one user when asking town centre users what three things they would do to improve the town centre. However, when prompted, over half (55%) of users stated they would be interested in a market.
- 1.3 Of those interested, the most popular type of market was a farmers market (23%), although users noted that if implemented there must be fresh produce in addition to affordable prices.
- 1.4 In contrast, reasons given by users who were not in favour of the market revolved around issues of the market taking too much space on the high street, which could lead to congestion.

Figure 1.1 Types of markets users would be interested in



Source

1.5 In addition to business suggestions, the idea of establishing a street market was proposed to businesses in order to feed into the range of options to improve the town centre moving forward. When consulting with businesses, over half (55%) were not interested in a street market. Of those that are interested (45%), the weekend market was most popular option (29%). Anecdotal evidence suggests that a market is popular on the basis that it will bring



### Survey Snapshot: Viability of a market in Neasden Town Centre

more footfall and customers to the area. The popularity of the weekend market (despite the shortened opening times) reflects the desire from businesses to extend their opening times on Saturday and Sunday (if there are customers available).

Figure 1.2 Interest in street market and types of street market

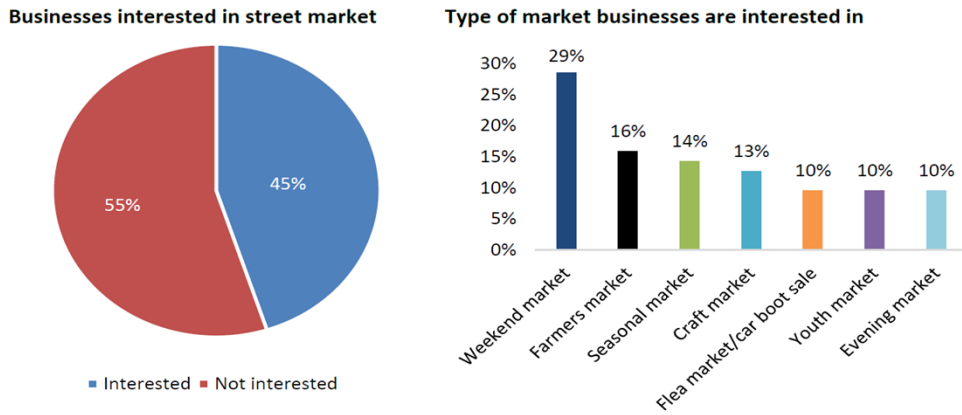
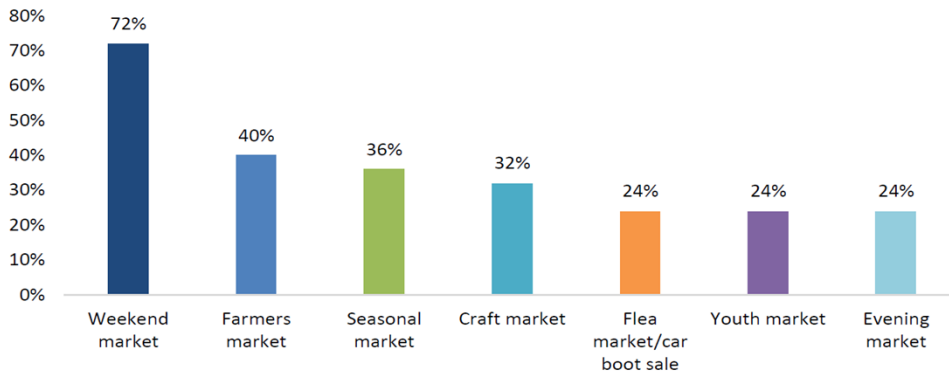


Figure 1.3 Types of market business would be interested in



1.6 Of those not interested, the main reasons were increased competition from market traders and issues of congestion on the street due to the town centre not having the capacity to hold the market.