

Meeting of the Cabinet – 11 March 2015

Report of the Strategic Director for the Environment, Economy and Housing

Dudley Market

Options appraisal

	Local Authority (As now scenario)	Trader Managed	Partnership (with private operator)	Arms Length	Social/ Community Enterprise	Voluntary	Shared LA Management
Ability to maximise income to the Council	Yes – but operating costs reduce surplus. Income has steadily reduced over the last 10 years	Yes as running costs are likely to be minimal	Yes – but in the longer term. Commercial operators exist who have the resources to respond and maximise income. Operating costs reduce surplus	Yes – but probably equivalent to LA Managed	Not known , but in theory possible as running costs are likely to be low	Not known , but in theory possible as running costs are likely to be minimal	Yes - but operating costs reduce surplus
Existence of a mature market from which a supplier may be sought	Yes – existing operator	No . However, if managed by local traders, local experience would be valuable	Yes	No	No . If managed by local traders, experience needs to be developed	No	Yes subject to willingness to share services
Ability for the Council to influence the Market offer	Yes - directly	Yes – but limited sanctions in the event of default by the operator	Yes . Contractually enforceable	Yes but potentially less enforceable	Reduced ability to influence. Less commercial operation	Reduced ability to influence	Yes . Contractually enforceable

	Local Authority (As now scenario)	Trader Managed	Partnership (with private operator)	Arms Length	Social/ Community Enterprise	Voluntary	Shared LA Management
Support for the Council's business/community support agendas	Yes	Yes	Yes if specified but likely to impact on income levels	Yes if specified	Yes	Yes	Yes if specified
Other	In the event of an operator failing, the default position would be for the Council to suspend the market or manage it on an interim basis	Ability of local Traders to manage the market is unknown but self interest for a vibrant market is a significant driver. Significant Love Your Community benefits to small local businesses	Likely to be an initial rent free period or tiered payment structure while the market is developed. Experience elsewhere is of increased rents and reduced occupancy		Significant risk of failure which would make procurement of another operator more difficult	Significant risk of failure which would make procurement of another operator more difficult	Issues of time and efficiency in setting up systems and processes

