

Committee	Licensing Committee
Officer Contact	Bill Hickson & Andy Stubbs 01895 277402
Papers with report	None
Ward(s) affected	All

SUMMARY

To update members on action taken in respect of the Continental Market held in Uxbridge on 23rd September 2010 – 25th September 2010.

RECOMMENDATION

That members note the update.

INFORMATION

At the last meeting of the Licensing Sub-Committee (16th September 2010), Members requested that officers give a verbal report concerning actions undertaken to the Licensing Committee

Officers attended the location of the Continental Market during the afternoon 22nd September 2010 and carried out a pre survey of the Highway surface and street furniture.

Officers attended and monitored the set up of the Continental Market; this was managed well and effectively. Street Scene Officers attended the Continental Market at various times during the trading days to ensure compliance to license terms and conditions, no breaches were observed.

No complaints had been logged by the Customer Contact Centre regarding matters that required intervention by the Street Scene Enforcement Team in connection with the Market.

On Saturday, Officers were on call and also attended the Market during the trading hours. The break down of the Market has also monitored by Officers, this went without incident.

A further survey of the Highway surface and street furniture was conducted on Monday morning, some slight marks had been noted and this is being addressed by the Market organiser in connection with Officers.

Shoppers were surveyed by Town Centre Management staff to find out their opinions of the continental market, the majority of the surveys being done in the vicinity of the market. 97% of

respondents held the opinion that the market was either excellent or good. Two thirds of respondents did not know about the market before they came to the town, so it was a pleasant surprise for them. Fifty four percent of respondents made a purchase from the market, the most common spend being up to £10.

Asked what they liked least, almost 70% of respondents said there was nothing to dislike, the market was good for the town, though roughly one fifth of people questioned said the market was expensive.

When asked if Hillingdon Council should be encouraging similar markets in Uxbridge in the future, a resounding 93.9% of respondents said yes. If there are to be any similar markets, the most commonly expressed preference was for a monthly market, with bi-monthly or quarterly markets next preferred.

FINANCIAL IMPLICATIONS

None

LEGAL IMPLICATIONS

None