

# TC/3942/20

## Oswestry Town Council

### Report from the Retail Markets & Events Manager and the Town Clerk to Council – 21<sup>st</sup> October 2020

#### Powis Hall Market Shutters

##### **Purpose**

The purpose of this report is to provide Council with a proposed shutter design for the Indoor Market.

##### **Background**

Members will be aware that the Council receives negative comments regarding the front of the market hall on non-market days and that it has previously considered a number of potential solutions without reaching a conclusion.

This included proposals to illustrate the shutters to brighten up the area on non-market days, again the matter could not be resolved – views on matters such as this are personal.

The Town Council working with Oswestry BID and endorsed by members put forward an application to the Shropshire Council Marches Investment Fund for a number of projects to improve the attractiveness of the town centre and to encourage visitors.

Included in the proposal was £1000 towards illustrating the shutters. This would cover the cost of vinyl printing but not the design work.

##### **Proposal**

In order to bring the matter to a conclusion the Town Clerk and the Retail Markets and Events Manager, in consultation with the BID and OBT (as partners on the Marches Investment Fund) are proposing the attached design which was previously put forward and considered in 2016. They were designed by a local artist and are recommended because they seem to fit in with the architecture of the building – however as previously referenced, such matters are subjective.

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The cost of procuring the designs is £750, which will include technical formatting and coordinating with the local printing firm in order to finalise the project. The designs themselves will be produced as vinyl prints.

The existing market publicity budget will be utilised for the purpose. Officers will confirm with Shropshire Council the understanding that planning consent is not required.

The designs themselves are shown at Appendix (i) and depict generic market goods, highlighting the purpose of the building. The aim of such a project would be to raise the profile of the Powis Hall and to be an added attraction to the town. Such a project can only improve and enliven the exterior of the building and the Bailey Head.

## **Indoor Market - Future Design Work**

Despite supporting 40 plus independent businesses, the Oswestry Indoor Market receives unfavourable comments when compared to Shrewsbury and others such as Newtown. The Council has supported the businesses financially during lockdown, is investing in tables and chairs, is investing to improve the wi-fi and is promoting the market and its traders through a social media campaign.

That said, most visitors would reflect that the Indoor Market requires a cosmetic makeover. Town Council officers do not have the creative skills and vision needed to develop ideas. Therefore, Council are asked to consider procuring professional design support to provide a critical assessment of the current set up and to put forward an action plan. Members are asked to consider allocating up to £1500 from the current publicity budget to invite quotations to undertake the work. A brief will be prepared and as part of this a requirement to work with the traders group.

Examples of improvements could include lighting, internal decoration, dressing, flooring, planting etc with the aim of modernising the look of the building creating an interesting place to visit whilst promoting some key messages, such as shop local.

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## **Summary**

Members are asked to use £750 of the existing promotional budget to purchase the designs which will be produced as a vinyl covering for the shutters by a local printing firm using Marches Investment Hub funding.

Members are also asked to earmark £1500 to invite tenders to produce some simple but attractive design ideas and branding changes to the market hall.

**David Clough**

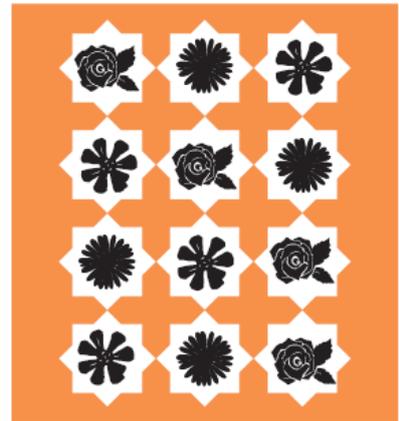
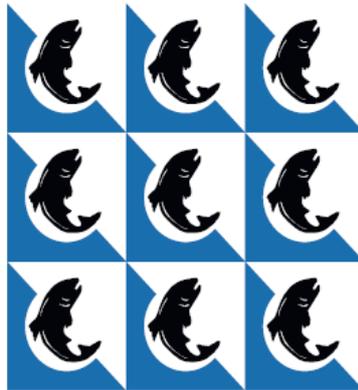
**Retail Markets & Events Manager**

**Arren Roberts**

**Town Clerk**

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## Appendix (i)



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