



WATFORD RURAL MARKET

BACKGROUND

In 1990, Watford Rural Parish Council (WRPC) were delegated powers to run a market in South Oxhey under s50 of the Food Safety Act 1984 by Three Rivers District Council (TRDC).

Watford Borough Council (WBC) were contacted and given permission to run the Market so it would not breach their Royal Charter, established in the 12th Century, that a market must seek approval if it is within a 6.6-mile radius of an established Market. The permission was granted. Further permission was sought to hold a market on a Sunday, which was also given.

A weekly Market day commenced on a Thursday and we had 35 stalls run by a Market Operator. Due to Hertfordshire County Council restricting vehicular access, this went down to around 15 stalls over time.

In 2016, planning went ahead for a £150 million pound redevelopment of the main shopping precinct and residential flats, as well as the nearby Carpenders Park Railway Station. This led to further Traders leaving until construction requirements finally closed the market down.

As part of the redevelopment, a bespoke Market Area was built (see plans and photos below [pages 5-11]) housing electricity and water points as well as a Toilet/Washroom and storage area for waste and a locked storage area for associated Market needs e.g. gazebo covers.(See page 13)

In addition, our council has been given approval, that traders may use Henbury Way Car Park (55 spaces) on Market days (see page 12)

Phase 3 of the redevelopment is currently in progress and is due to finish August 2024. We are hoping to launch the market around this time to ensure no issues with construction dust and to have all available public parking available to support visitors. (See page 14)

The area is becoming an adopted Highway under the jurisdiction of Hertfordshire County Council. We are currently negotiating with them to grant permissions, either through s38* licence agreement (for utility point ownership) or via a Traffic Order or both. This has been agreed in principle, but getting all parties together has been problematic. Our aim is to employ the services of a Market Operator to oversee the day to day running of the weekly market and ideally to hold Specialist Markets on a bi-

monthly basis, possibly more, depending on the success. Permission until adoption has been granted by the developer in the mean time. Our Council is empowered to run Markets using Part 111 of the Food Act 1984. Section 50 enables our Council to establish a Market and Section 61 (interpretation section) defines local authority and includes in that definition a Parish Council.

We are awaiting confirmation of when Three Rivers District Council will amend signage to the nearby car park for use by traders. Again, agreement in principal has been given, but they may wait to change markings/signage until a concrete date has been given (pg12).

The area is currently used twice a year for Summer and Christmas Fairs with stalls, games and rides for the under 12's. All proceeds go to local charities.

** A Section 38 agreement (or s38) is a section of the Highways Act 1980 that can be used when a developer proposes to construct a new estate road for residential, industrial or general purpose traffic that may be offered to the Highway Authority for adoption as a public highway.*

A developer may complete the construction of a road then offer it to the Highway Authority under Section 37 of the Highways Act 1980, however, s38 is more desirable, due to the fact that the council has no power to insist that a road is made up to an adoptable standard, or that it will then be offered for adoption. However, if an s38 agreement is made before construction starts, the council can ensure that it is built to the appropriate standard, and is lit and drained.

The Highway Authority (council) has no power to insist that a developer enter into an s38 agreement. However, many developers also see it as the better option, as the adoption process can be lengthy, and if it takes place after a road is completed, the developer will be responsible for all maintenance until adoption takes place.

Once a section 38 agreement is made, the developer will have to operate within a set of conditions, terms and time scales. It is supported by a bond or cash deposit calculated by the Highway Authority, and based on the works proposed. This bond or cash deposit can be called upon if the developer goes into liquidation or otherwise defaults on their responsibilities.

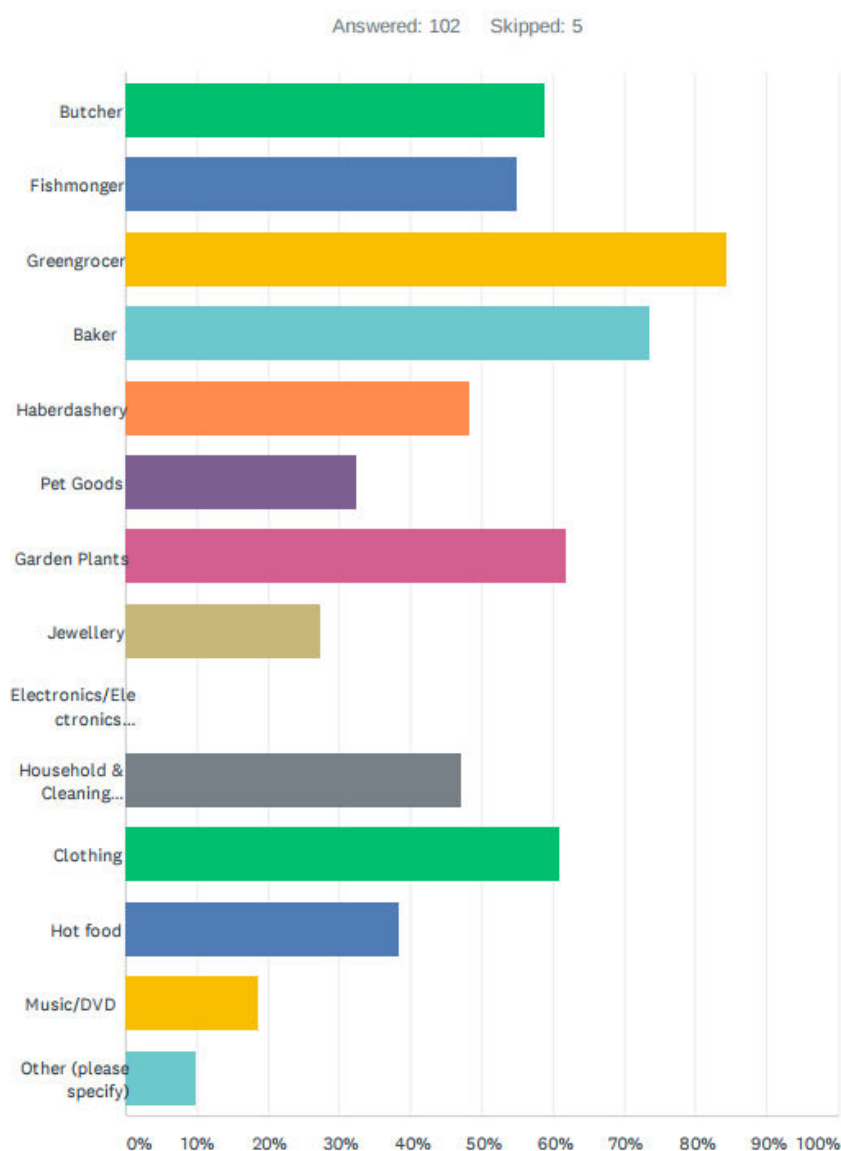
FUTURE AIMS

WRPC have made the sustainable growth of the Thursday Market as a key priority over the coming years, mainly since South Oxhey has lost a significant number of retail outlets (approximately 15). Some of our continued aims and initial aims are as follows:

- 1) To attract more trade to South Oxhey, WRPC are looking to bring in a market operator to oversee the growth of the market to its new capacity of 25-30 stalls. A thriving market will encourage more footfall to the area and boost the retail outlets. Should an operator not be found they may consider running it in house.
- 2) WRPC will invest in new Market specific branding with a logo, website and advertising to ensure the new Market will have every chance of growing and sustaining itself. Use of Social Media and working with partnership organisations will be used too. Ideally, run by the Operator.
- 3) South Oxhey has a higher number of elderly than the national average, and at county level too. Having a market locally will significantly aid the elderly in the area who find it hard to travel (whether financially or physically).
- 4) The redevelopment has brought a huge influx of new people to the area, and a thriving market will ensure that some of their needs are met without any greenhouse footprint, especially for food.
- 5) Similarly, with the steady decline of public transport facilities which are taking place, it is essential that the standards of South Oxhey, and the Parish as a whole, are maintained and enhanced particularly as many of our residents have no private transport.

- 6) The Thursday market will contribute to competition to existing shops and improve services to local shoppers by offering a greater variety of goods for sale.
- 7) South Oxhey Residents are currently experiencing high levels of development in an already crowded location and many are concerned with the number of retail outlets being lost. Having a successful thriving market will raise spirits and show their needs are being looked after by some sectors; we want to build something they can be proud to support.
- 8) Ideally, we would like the operator to allow a certain percentage of Local traders access to the Market Square. To be discussed.
- 9) A range of stalls to cover the needs of the area. Mobile Butcher and fishmonger as well as a greengrocer stall would be beneficial. As we have Toilet/Washroom facilities, food stalls would be welcomed. See below results from local residents survey.

Q8 What Market Trader Stalls would you like to see? (Select all that apply)



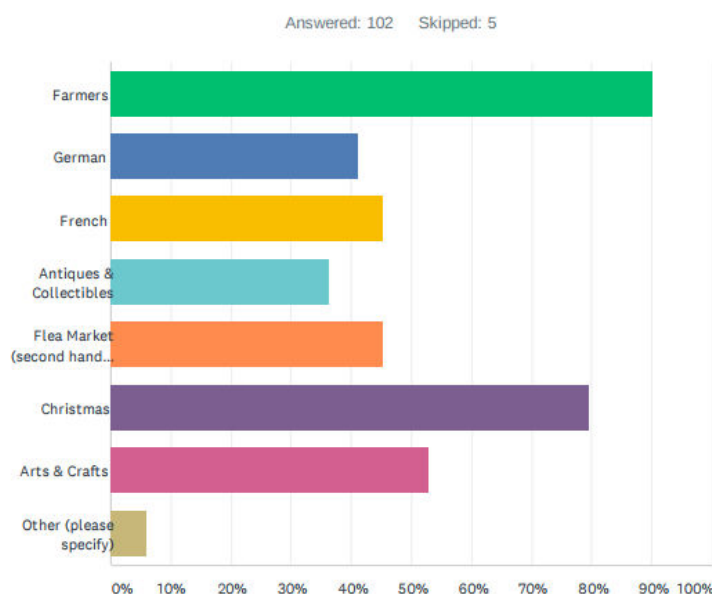
- 10) There is a possibility to utilise the parking area (by way of a TRO) located outside the middle block should growth be required.
- 11) Opening times 9am to 5pm was the preferred time of opening from local residents. Open to discussion.

Sunday Market Provision

The new Market Place has been designed for no secondary use. By that, I mean that the area will not have any secondary function, such as parking; it is simply deemed a place for shoppers and visitors to the area to rest up or have conversation. WRPC believe that this space must be utilised to maximise its potential. Early on in discussions, it became clear that one of our main aims was to run specialised Markets sporadically. It was decided that Sunday would be the best day as the nearby Watford Market is closed that day. The aims listed above are still relevant, but we would also like to point out the following:

- 1) Sunday markets discussed were Farmers, French, German, Christmas, Flea Market, Antiques Fair and rotate accordingly. See below results from Local residents survey

Q9 Our aim is to run Speciality markets on the Sunday throughout the year. Which of the following types of markets would you be interested in seeing? (please tick all that apply)



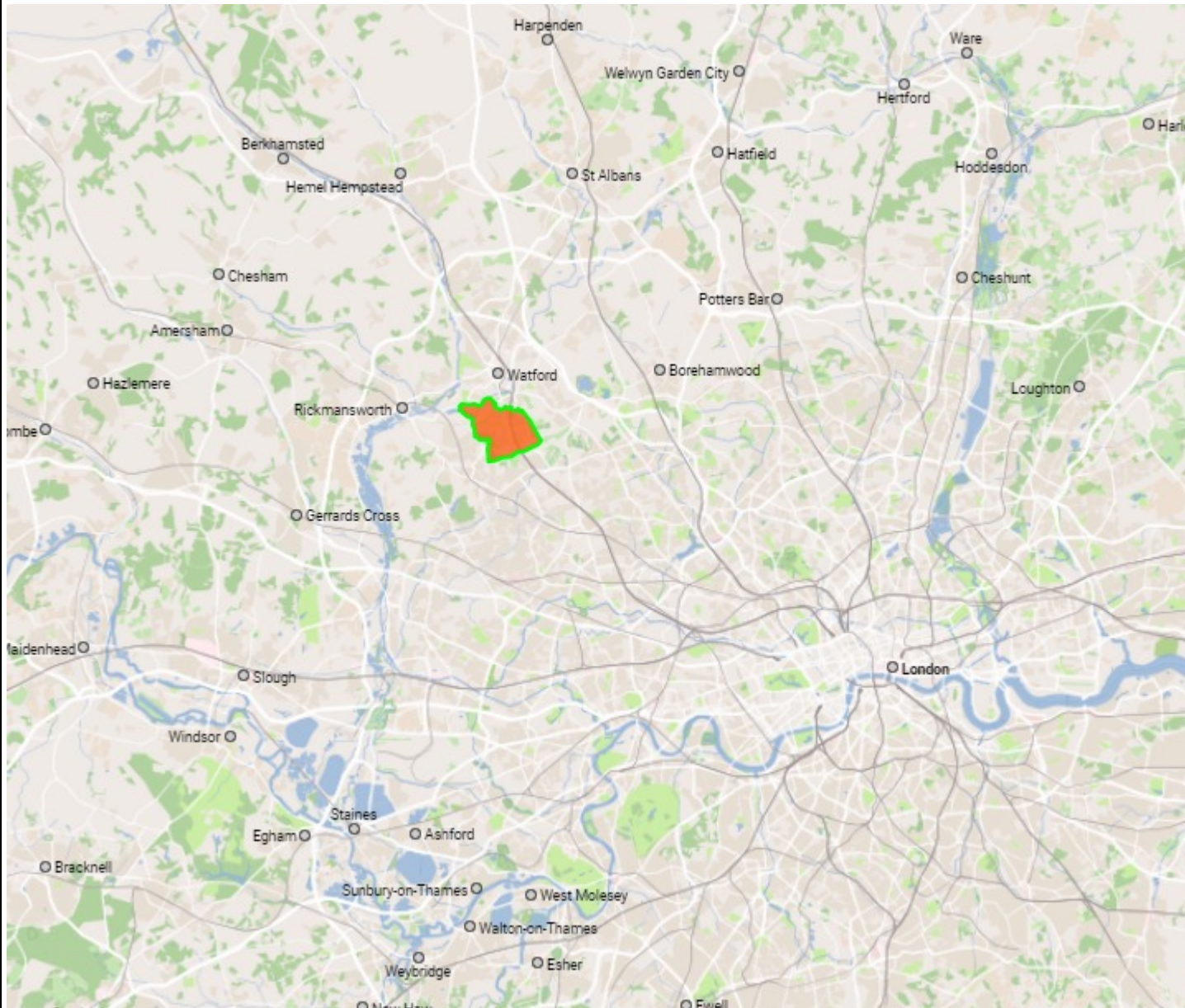
- 2) The influx of new residents on the site of the precinct will primarily be of a different social-demographic we believe. We hope that having a diverse mixture of old & new residents should add to the Sunday markets success.
- 3) Should the Sunday market prove to be the driving force for footfall, then WRPC would discuss options around increasing regularity once residents have been consulted.
- 4) An opening time of 10am to 4pm was the preferred time of opening from local residents. Open to discussion.

NOTE - Should you believe the success of the market would be increased by switching to weekly on the Sunday, this would of course be considered.

Thank you for taking the time to look through this introduction pack. We hope to go out to tender in the Early Spring 2024, but are inviting Operators to give an expression of interest now, so we can enter in dialogue (pre tender). Should you have any questions, please don't hesitate to get in touch.

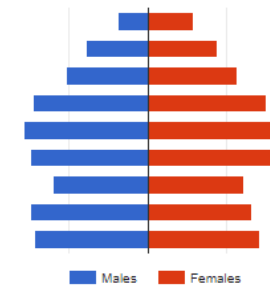
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LOCATION



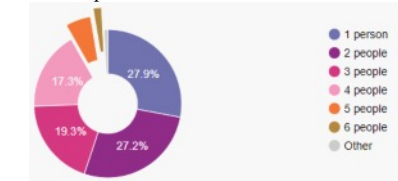
Key Stats

Population 22,986 (2021 Census)



Age Distribution (C 2021)	
0-9 years	2,872
10-19 years	2,809
20-29 years	2,433
30-39 years	3,280
40-49 years	3,253
50-59 years	2,969
60-69 years	2,170
70-79 years	1,678
80+ years	965

Make up of Household



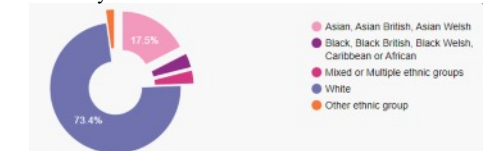
Distance travelled to work



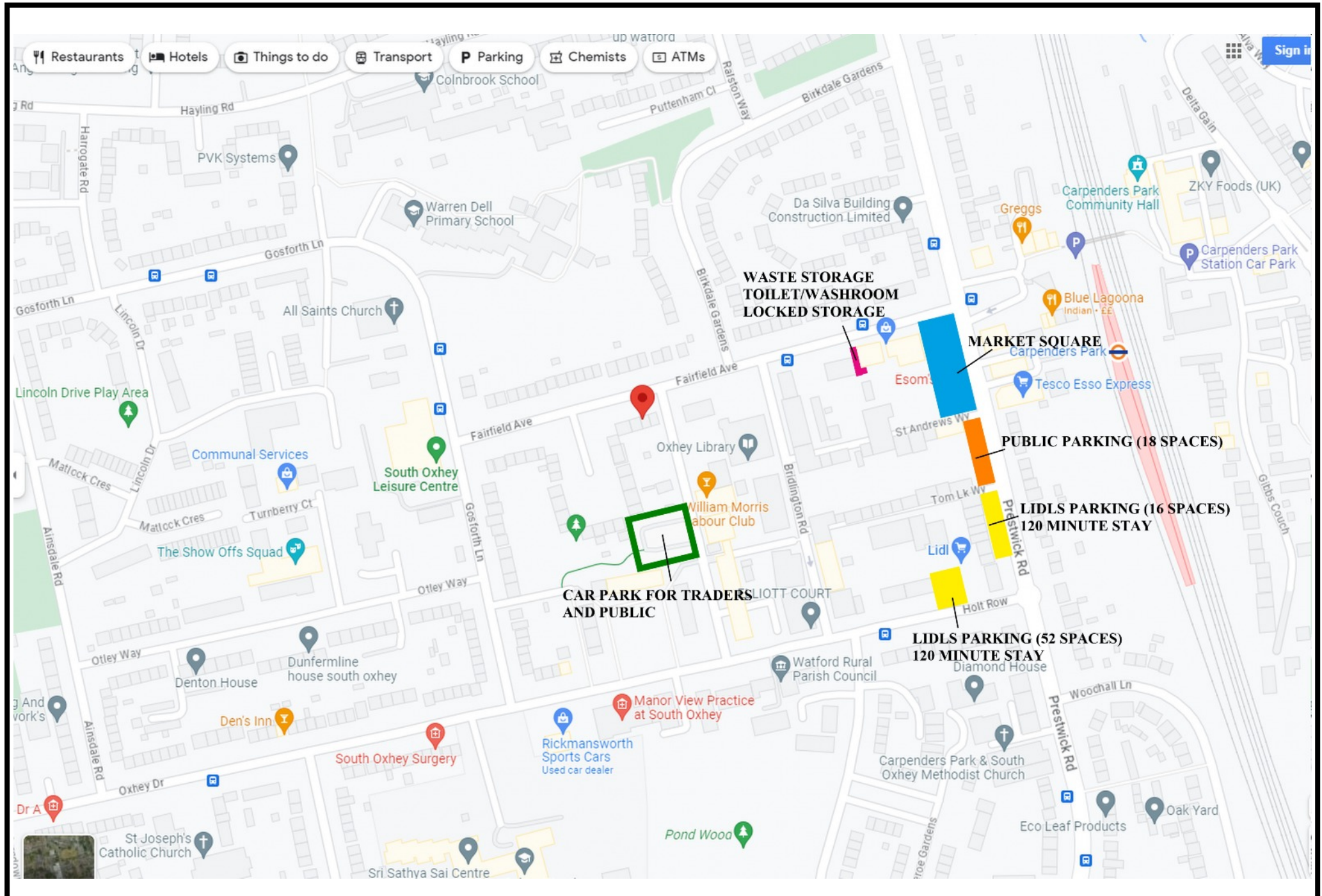
Tenure



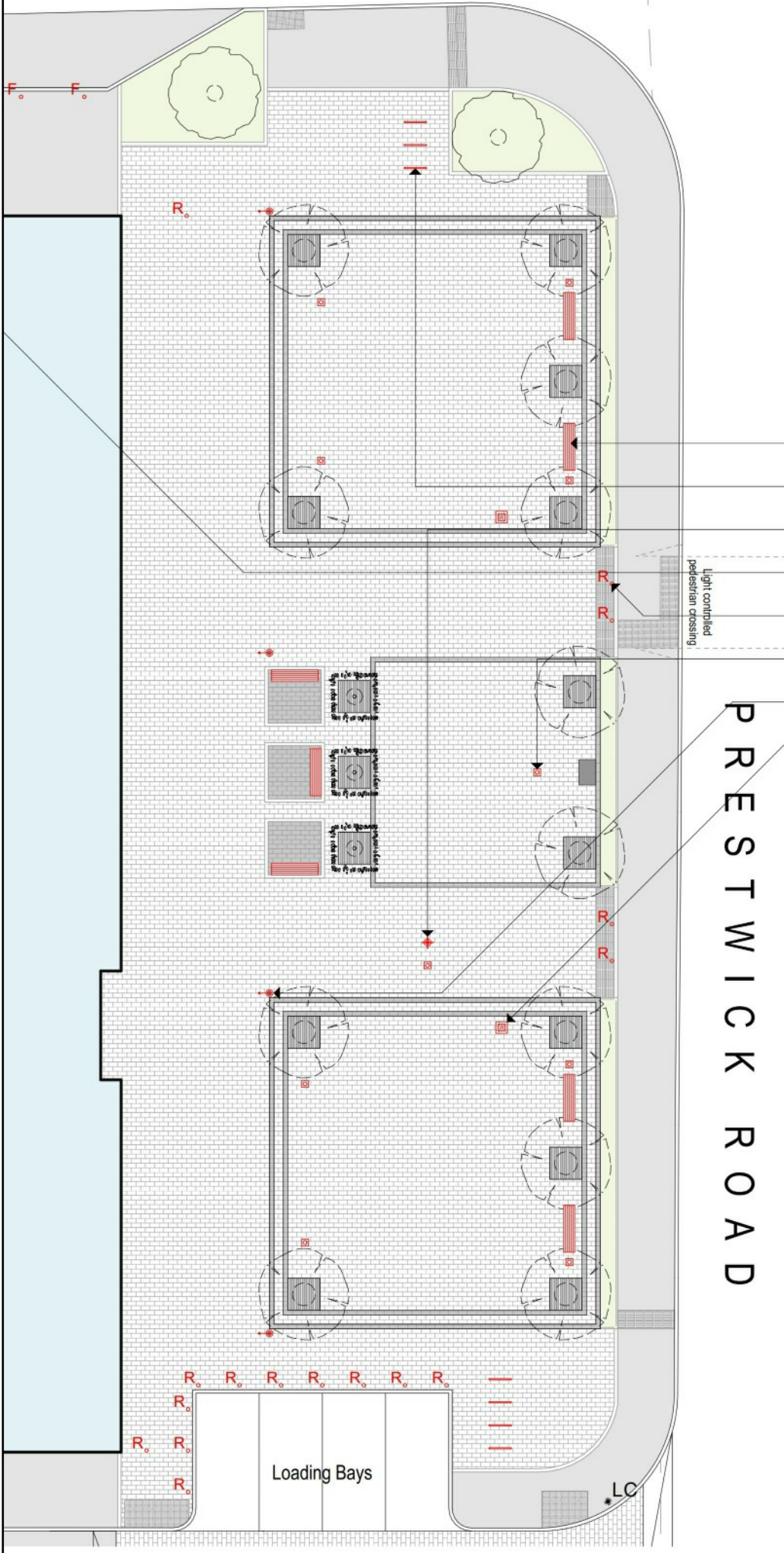
Ethnicity



DETAILED LOCATION



INFRASTRUCTURE



- WRPC Items:**
- Tree stand
 - power unit
 - water stand pipe
- TRDC (adoption to be confirmed)**
- benches
 - bicycle hopp
 - bollards
 - litter bins
- HCC:**
- lighting column

Landscape Features	
Description	Quantity
Bench Straight - Ingleby 2040x480	7
Bicycle Hoop	7
Christmas Tree Stand	1
Fixed Bollard	10
Folding Bollard	16
In Ground Power Unit - Kent Paver	10
Lighting Column - BEGA	4
Water Stand Pipe	2
Litter Bins (TBC)	4

Rev	Date	Description	Dr'n	Ch'd

Drawing Status
CONSTRUCTION

Scale Bar
0 5cm


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Client
Countryside Properties (UK) Ltd

Project
South Oxhey - Phase 2
Watford WD19

Document Description
Landscape Plan - Market Place

Scale
1:250

Size
A3

Date
Feb '18

Drawn:
BA

Checked:
MB

Job Ref - Block - Drawing Number - Revision
2072-77-1156-(C1)

POSSIBLE LAYOUT



- WRPC Items:**
- Tree stand
 - power unit
 - water stand pipe

TRDC (adoption to be confirmed)

- benches
- bicycle hopp
- bollards
- litter bins

HCC:

- lighting column

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Rev	Date	Description	Dr'n	Ch'd
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Drawing Status

CONSTRUCTION

Scale Bar	5cm
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MARKET SQUARE PHOTOS



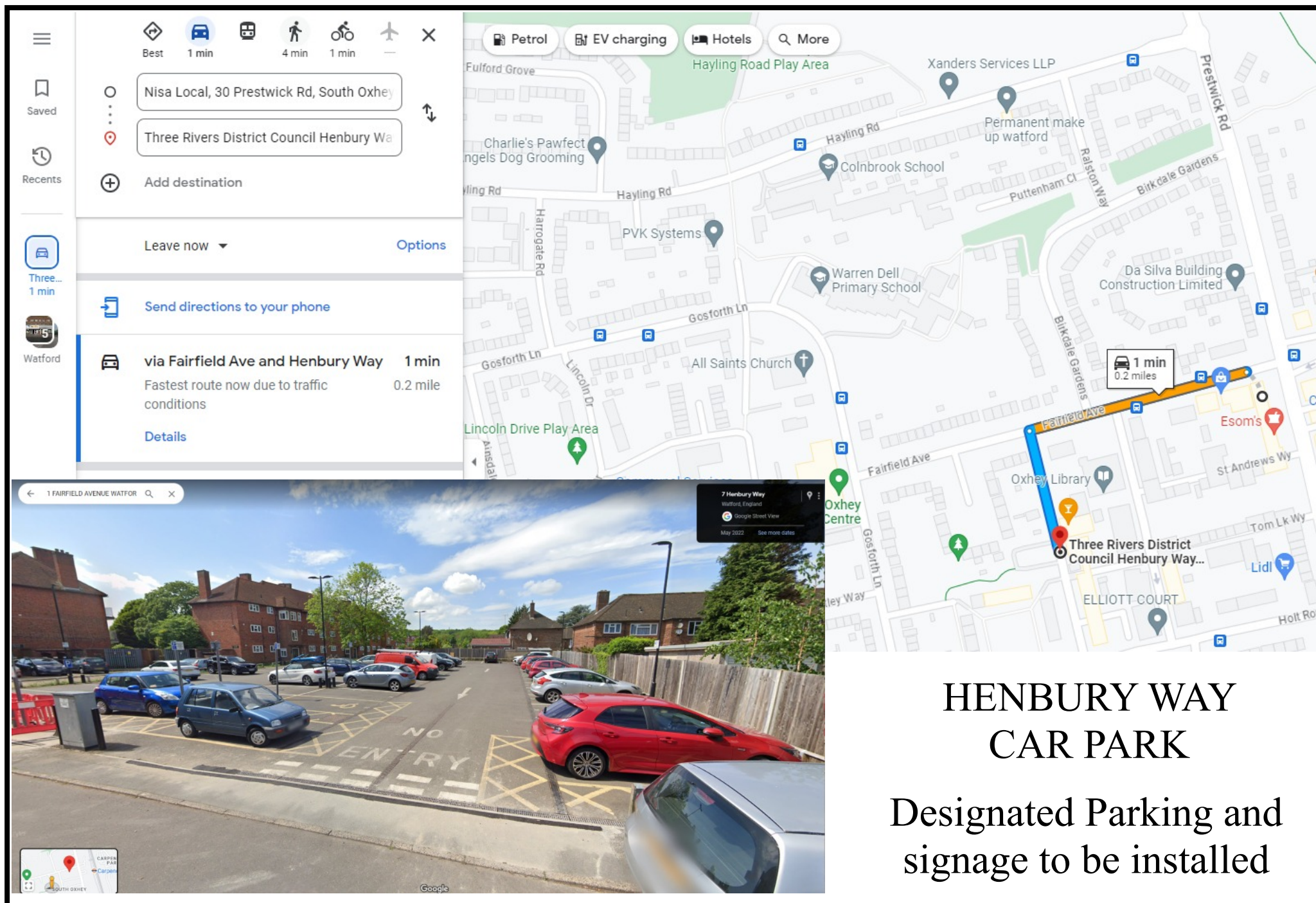
Market Place Servicing & Deliveries

On market days or during special events, it is proposed that there would be managed access for vehicles to load and unload within the market place. Access to the market place would be provided from the Phase 2 east-west access road, with space incorporated on the market place to allow vehicles to turn so that they can enter and exit in forward gear. A secondary/emergency access to/from the market place will also be provided on Prestwick Road. Access to the market place would be controlled by means of removable bollards. The servicing activity on the market place would be limited to the specific periods at the start and end of the market day operations to minimise the interaction with customers and other pedestrians. The proposed servicing arrangements are shown in Figure 3, with relevant swept path analysis included in Appendix D of the Transport Statement.

PREDICTED VEHICLE MANOEUVRING

Figure 4: Proposed Market Place Servicing & Delivery Strategy





HARBURY WAY CAR PARK

Designated Parking and
signage to be installed



STORAGE AREA/
WASHROOM/TOILET



MIDDLE BLOCK UNDER CONSTRUCTION



X2 retail to be confired & 18 parking spaces. Has been suggested that it could be used on market days for overflow