
Report To:	Regeneration Committee	Date:	1st September 2011
Report By:	Corporate Director- Regeneration and Environment	Report No:	RC/11/09/10/SJ/LL
Contact Officer:	Stuart Jamieson	Contact No:	01475 712401
Subject:	Cathcart Square Future Uses Proposal		

1.0 PURPOSE

- 1.1 The purpose of this report is to inform Committee of suggestions for ad hoc events, activities and an outdoor market to take place on a regular basis in Cathcart Square.

2.0 SUMMARY

- 2.1 Following serious flooding and disruption to the road surface in Cathcart Square in 2010, the Council renewed the surface of this historic square in the heart of the conservation area in Greenock town centre with a high quality surface adding to the amenity of the area. There have been recent proposals to use the square as an event space to increase use of this high quality public realm and to encourage locals to make better use of the area. There is therefore potential for people to spend more time in the area, retaining their discretionary spend within Inverclyde and possibly encourage visitors to Inverclyde.
- 2.2 Market Traders have expressed interest in delivering a general purpose open air market in Inverclyde, with Cathcart Square identified as a suitable location. To locate any proposed market to Cathcart Square, the appropriate planning, licensing consents and road traffic orders would need to be put in place by the proposers.
- 2.3 Proposals to show films of local interest projected onto the wall at "Cowan's Corner", community activities, music and other leisure and entertainment activities have also been proposed. For activities and events, other permissions such as public entertainment licences will also be required.
- 2.4 Leisure and entertainment events would have a positive impact by drawing people (including day visitors) into the town centre where there is potential for additional discretionary spend. Similarly, niche markets offering goods of a type or quality not usually available in the town centre, such as Farmers' Markets and Continental Markets, would provide the most economic benefit as they would draw people into the centre of town who would not otherwise be there. Where a market is selling similar goods to those already available in the town centre, there may be displacement of local business and employment. However, this may be counteracted by the additional foot fall and by retaining local residents discretionary spend within Inverclyde.
- 2.5 The opportunity exists for the Council to charge a rental for the use of the Square, for commercial activities, however without appropriate market testing and tenders this figure cannot be quantified. Any user would be required to fund the costs associated with all necessary licences etc.
- 2.6 A short term programme of community events has been put in place, promoted by Discover Inverclyde, for weekends during August and September. These include the

Farmers' Market and a proposed Continental Market. It is anticipated that further community led events can be developed in future, however any commercial activities would be independent of community led events.

3.0 RECOMMENDATION

3.1 That Committee:

- considers the uses appropriate for Cathcart Square.
- considers, if appropriate, the type of market use within Cathcart Square
- delegates authority to the Corporate Director – Regeneration and Environment to seek tenders from appropriate interested parties, accept tenders from interested parties in the development of a programme of activities for Cathcart Square
- request regular updates on the performance of the activities.

Stuart Jamieson
Head of Regeneration and Planning

4.0 IMPLICATIONS

4.1 Finance:

Financial Implications – One off Costs

Cost Centre	Budget Heading	Budget Year	Proposed Spend this Report	Virement From	Other Comments
n/a	n/a	n/a	n/a	n/a	n/a

Financial Implications – Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact	Virement From (if Applicable)	Other Comments
n/a	n/a	n/a	n/a	n/a	n/a

Personnel: None.

Legal: Any application for use of Cathcart Square will require the appropriate licences, permissions and road traffic orders to be in place. Due regard for disabled parking provision for any activity will require to be considered.

Equalities: Full consideration is given to equality and diversity processes within employability and business support programmes delivered by Regeneration & Environment which are non-discriminatory on the grounds of gender, ethnicity, religion or belief, disability, age or sexual orientation.