

**PAPER NO.2**

**REPORT TO THE EXECUTIVE MEETING OF 13 May 2013**

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**Meeting:** Executive  
**Date:** 13 May 2013  
**Subject:** Market Hall Improvements; Market Branding  
**Report of:** Mark Perris – Corporate Asset Manager  
**Portfolio Holder:** Cllr Spendlove-Mason  
**Status:** Decision

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1 Purpose of the Report

1.1 To delegate authority for approval of the new Market Brand to the Chief Executive Officer in conjunction with the Market Hall Executive Advisory Panel.

2 Recommendations:

2.1 **To delegate approval of the new Market Brand to the Chief Executive Officer in conjunction with the Market Hall Executive Advisory Panel.**

3 Summary of Reasons for the Recommendations

3.1 To expedite the approval process and to limit the time taken in approving the brand from the initial receipt of the draft. This will ensure that the brand can be used in all new marketing material (brochures, website, etc.) to allow the new letting process to commence at the earliest opportunity.

4 Impact on Communities

4.1 None as far as this report is concerned.

5 Key Facts

5.1 The Project Team have commissioned Quarterbridge as part of their overall consultancy for the Market to develop a new brand which will be used in marketing literature, on websites and for new signage.

5.2 To assist with delivering the objectives of the project, it is important that new lettings commence at the earliest opportunity. To this end, it is essential that the approval process for the new brand is as short as possible.

5.3 Typically, a new letting process such as this will have strong interest at the outset with a slight dip in the middle before strong interest again as the project

nears completion. This dip will coincide with November and December when retailers will be focussing on Christmas , and consequently the dip may be more pronounced than would normally be expected. As such, it is imperative that the initial months of the letting process are as fruitful as possible, and therefore the sooner letting process can commence the more the market will benefit in the medium term.

## 6 Legal Issues

6.1 None as far as this report is concerned.

## 7 Resource Issues

7.1 None as far as this report is concerned.

## 8 Equality Impact Assessment Implications/Outcomes

8.1 None as far as this report is concerned.

## 9 Impact on the Organisation

9.1 None as far as this report is concerned.

## 10 Community Safety Implications

10.1 None as far as this report is concerned.

## 11. Carbon Management Implications

11.1 None as far as this report is concerned.

## 12. Risk Management Implications

12.1 There is a risk that without this delegation that the letting process will be delayed and could impact on the success of the overall marketing campaign and that the required level of occupancy is not achieved when the market re-opens.

## 13 Consultation

13.1 Consultation will be through the Executive advisory panel.

## 14 Options Considered

14.1 None as far as this report is concerned.

## 15 Background Papers

15.1 Market Harborough market: Brand & visual identity brief

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**Previous report(s):** *none*

**Information Issued Under Sensitive Issue Procedure:** N

**Ward Members Notified:** N

**Appendices:**

A. Market Harborough market: Brand & visual identity brief