

# KETTERING TOWN COUNCIL

## REPORT FOR DECISION

Item No:- FC21/

Committee:-	Finance and Governance Committee
Date:-	14 <sup>th</sup> April 2022
Author:-	Martin Hammond, Clerk
Report Title:-	Market Management
Wards Affected:-	All but chiefly William Knibb Ward

### 1. Purpose of Report

To provide an update on the management of the market and to seek members' views on the future direction that the market should take.

### 2. Recommendations

Members views on the options outlined in section 4 below are invited

### 3. Information

3.1. The market transferred on the 1<sup>st</sup> April to Kettering Town Council. The Town Council is now meeting the following annual costs:-

- Staffing to put up and take down stalls each market day - £23159
- Business rates for use of High St and Meadow Rd - £ 4017
- Membership of NABMA - £ 369

£27545

3.2 Negotiations, as authorised by Council, have taken place with both the staff and with the agency currently employing one of them , Careerdrive, (CDR) and this has almost concluded at the time of writing. One of the two existing staff members has resigned from the role and stops working on the market from the end of April. CDR are looking to source a second employee, ideally someone who currently also works for NNC, so that we can continue to enjoy use of the NNC vehicle and have access to the store when the first member staff is not in work.

3.3. Rating costs are dealt with elsewhere on this agenda.

3.4. The budget assumes a deficit on the market in 2022/3 of £10,000, so we ought to aim to recover some £17,500 from fees and charges if we can, or reduce costs.

#### **4. Options**

4.1 The market working group has considered options for the future of the market and has begun a dialogue with market traders on the following questions;-

- removing the distinction between the collectors market and the general markets, so that all traders can attend on any day
- reducing the number of days the market operates on from three
- changing the location of markets
- re-introducing fees and at what rate
- encouraging more traders to attend
- Improving the overall offer of the market

4.2. The full questionnaire developed by the working group is shown below at Appendix One

#### **5. Consultation and Engagement**

5.1. The consultation with the traders started at the end of March and has already generated a couple of responses as at the time of writing.

5.2. Further consultation with shoppers and others is planned.

5.3. There are strong views by some retailers who are unhappy with stalls located close to their shop frontages, and where possible, stalls have been kept away from those who have complained.

#### **6. Finance, Legal and Resource Implications**

Outlined above in 3.1. Stalls are currently free.

#### **7. Policy Implications**

The Corporate Plan seeks a renewal of the general markets.

#### Background Papers

None

## **APPENDIX ONE**

### **KETTERING GENERAL AND COLLECTORS MARKETS**

PLEASE GIVE US YOUR VIEWS ABOUT THE QUESTIONS WE ARE POSING ABOUT THE FUTURE OF THE MARKETS

#### **Context -**

Kettering Town Council takes over responsibility for the markets on 1<sup>st</sup> April 2022. Currently the market costs the taxpayer about £30,000 per year. Currently Kettering has a market offering on Wednesday (Antiques/collectors), Friday and Saturday (General).

In order to implement a policy which works for all we are seeking views from members of the public.

<b><u>Issue</u></b>	<b><u>Question</u></b>	<b><u>Your views?</u></b>
<b>Distinctive markets</b> Removing the distinction between the Wednesday collectors market and the two general markets .  This would allow any trader to attend on any day of the week.	<ol style="list-style-type: none"><li>1. Should the markets be open to all traders to attend every day (i.e. no specific antique market on Wednesday)?</li><li>2. If this happened, is it likely that one of the days would become less attractive?</li></ol>	
<b>Frequency</b> of market days each week.  Should we continue to have the market three days per week (Wednesday, Friday and Saturday) or should we reduce it to two per week? (this would partly depend on the proposal about abolishing the distinctiveness of the markets being supported)	<ol style="list-style-type: none"><li>1. How often should the market be held in Kettering? 1 per week 2 times per week 3 times per week</li><li>2. If you believe we should reduce the number of days, which days should the market continue with? Wednesday Friday</li></ol>	

<p>Reducing the number of days means we could condense traders onto fewer days and create a more vibrant market, rather than spreading traders out across more days.</p>	<p style="color: red;">Saturday</p> <p style="color: red;">3. If you are an existing trader, what days would you NOT be able to trade on?</p>	
<p><b>Location</b> Currently, the collectors market is held in Meadow Rd and the general markets in High St, starting near the clock tower.</p> <p>Most retailers are not happy with market stalls outside their front doors.</p> <p>Market traders don't believe that a relocation back to the Market Place will be profitable for them</p>	<p style="color: red;">Where should the market be located?</p> <ul style="list-style-type: none"> <li>• Starting around the clock on Bakehouse Hill and spreading out from there</li> <li>• on the Market Place</li> <li>• Locate stalls outside empty shop units (these locations may be subject to change)</li> <li>• Relocate all markets to Meadow Road</li> <li>• Abandon Meadow Rd on a Wednesday and move this market to High St</li> </ul>	
<p><b>Fees and charges</b></p> <p>The Town Council can afford a small loss on running the market until it grows back, but it can't afford £30,000 a year by keeping it free to traders.</p> <p>One proposal is to allow Free use for a new trader for the first three weeks. Thereafter;</p> <ul style="list-style-type: none"> <li>○ £12 for a stall where the Council provides the rig and tables.</li> <li>○ £8 for a stall where the trader provides their own rig or vehicle</li> </ul>	<p style="color: red;">Do you think the proposed charges are,</p> <ul style="list-style-type: none"> <li>• Too much</li> <li>• About right</li> <li>• Too low</li> </ul>	
<p><b>The offer</b></p> <p>The market is very small scale at the moment, and will only grow if traders and customers feel is working for them.</p>	<ul style="list-style-type: none"> <li>1. What do the public expect from a general market, and what stalls/products/traders would you like to see?</li> <li>2. What has worked in markets in the past that</li> </ul>	

	<p>you think would be successful again?</p> <p>3. How could the general market be improved to increase footfall?</p>	
<p><b>Increasing the number of traders</b></p>	<p>1. What steps could Kettering Town Council take to increase the number of stall holders?</p> <p>2. What would make a career as a market trader attractive to young people?</p> <p>3. How can existing market traders be supported?</p>	

