

KETTERING TOWN COUNCIL

REPORT FOR DECISION

Item No:- ME22/59

Committee:-	Markets and Events Committee
Date:-	22 nd March 2023
Author:-	Martin Hammond, Clerk
Report Title:-	GENERAL MARKET PERFORMANCE
Wards Affected:-	William Knibb

1. Purpose of Report

To provide a regular report on the performance of the general market

2. Recommendations

- i) That Council be recommended to
 - a) Reduce the number of free introductory days to one for new traders from 1st April
 - b) Increase the charge for speciality markets (stall and pitch) to £21 and (pitch only) to £10 (except the 2023 Summer Saturdays)
- ii) That the Committee consider whether a market superintendent role be created to manage traders on Fridays and Saturdays for two hours per day ; if so to ask the staffing Committee to approve arrangements, up to a ceiling cost of £3000 pr annum.

3. Information market performance 10th June 2022 – 31st August 2022

a. General Market - Trader numbers

	Regular Traders represented	No of pitches hired on average/day	New traders (in addition to columns 1- 2)	Traders leaving in the last month
Wednesdays	2	2	Occasional	0
Fridays	7	11	4 since 14 th July	1
Saturdays	5	8	3 since July 15 th	0

TOTAL	14	16-17	5
-------	----	-------	---

Of the five new permanent traders who had started since October, (clothes, toys, records, art and bakery), one has stopped coming for now, but may return and two more (pet store and plants) should be starting in March. Four further inquiries have been received in the last week but most of them require power and it is impossible to accommodate everyone who needs power at present .

All the regular Wednesday market traders now provide their own gazebo, so labour costs for stall provision on this day has reduced.

4. Policy changes

- 3.1. Currently, new traders are permitted two free trading days to see if the market is for them. There is some evidence that there is a bit of gaming of this by occasional commercial users so it is suggested that the free trading days offer be reduced to one from 1st April.
- 3.2. General market charges are currently set at £12 for a pitch and stall and £8 for a pitch only. The market seems resistant to a price increase and indeed, traders have been cutting back on the number of stalls they hire to minimise costs.
- 3.3. Charges for speciality markets were increased to £20 for Christmas markets in 2022; there was little difficulty in making bookings for Christmas. It is suggested that for all commercial or non charitable users **all** speciality markets be charged at £21. (it will be too late to do this for summer Saturdays as bookings have already been advertised at £20) A pitch only charge is proposed to increase from £8 to £10.

5. Administrative issues/complaints

- 5.1. One outstanding trading standards inquiry has recently been concluded. One other action is being considered.
- 5.2. There have been complaints from the Toller Church and some retailers that the traders spread out beyond the bounds of their pitch and this is certainly true of two of them, but this would be less of an issue if we have more traders. A second issue about which the Toller have complained, is that traders have tended to leave their vehicles next to their stalls, even though the market rules and the pedestrian zone require them to move their vehicles out of the pedestrian zone when not unloading and loading. For Toller, this has meant their access has been blocked from time to time. NNC wardens have the power to fine traders whose vehicles are parked in the market area but it is not clear if any fines have been issued. The trader's motivation is two fold – they don't wish to pay parking charges and there is usually no-one to mind their stall when they go to park and fetch their vehicle at either end of the day.
- 5.3 There has been no market superintendent role for some years and given the size of the market , it would be a significant additional cost to have one, but there might be merit in asking one of the two staff who put stalls up to remain on duty for a couple of hours each

day (on Fridays and Saturdays) to ensure vehicles are moved and stalls are not spread out too widely. This would cost about £3000 in a year. It wouldn't solve all the problems, and therefore it might be worth running a pilot for three months to see if it was effective.

6. Costs and income

Costs as at end of 2022/3 financial year.

Cost	Projected year end for 22/23	Original budget provision
Market labour	£18461	£23300
Rates	£4006	£4006
NABMA Membership	£369	£369
Supplies and services	£288	£325
TOTAL	£23124	£28000

Income Received or outstanding as at 9th March 2023

Cost centre	Item	Received	Due
Markets	General markets	£5944	£ 496
	Street Food Saturdays	£ 456	£ 0
	Christmas markets	£1020	£ 0
	Other events	£ 12	£ 0
	<i>Sub total</i>	£7432	£ 496
Events	Kettfest	£ 132	£ 0

The likely out-turn cost for this year therefore , after billing for March's income, will be a net cost of £14500, compared to the original estimate of £10,000. Actual costs in next year are now projected to be:-

Market labour	£17000
Rates	£ 2670 (the rates charge has gone down compared to last year)
NABMA	£ 369 (the rates have stayed the same)
Supplies	£ 300 (based on out-turn this year)
TOTAL	£20339
Projected income	£ 10000
Net cost	£ 10339 (the budget allows for £14000)

Background Papers

Accounting system, bookings data, emails
