

KETTERING TOWN COUNCIL

REPORT FOR INFORMATION

Item No:- ME22/020

Committee:-	Markets and Events Committee
Date:-	27 th July 2022
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. Information market performance 10th June 2022 -15th July (5 weeks)

2.1. General Market - Trader numbers June -15th July

	Traders represented	No of pitches hired on average/day	New traders (in addition to columns 1- 2)	Traders leaving
Wednesdays	3	3	1*	1* 2 of the others are casual
Fridays	3	8	1 from 14 th July	
Saturdays	2	5-6	1 casual from July 15 th	
TOTAL	9	16-17	2 net with three pitches between them	

*Same trader

One other trader has been absent during June, but is planning to return in July, and potentially on all three trading days.

There have also been several one off traders during the period, there for a particular purpose – charity event, consultation exercise – which attract no fee as they benefit from the “two free hires” rule; as do new traders.

Wednesdays

It was agreed that all traders could book any market day – this was to help Wednesdays in particular as numbers had been in sharp decline. There are now three collectors’ market traders, but two of them are only appearing on an ad hoc basis, and one of those is now using his own stall since charges were re-introduced. A Saturday general trader experimented with Wednesday trading but ended this arrangement after four weeks. There have been several other inquiries about Wednesday trading from other traders, but these have not materialised as yet. There is a risk that some weeks, the Wednesday market could be down to one trader, at which point, it is clearly unviable.

2.2 Kettfest

Kettfest proved popular with charitable, community and commercial traders; with some 20 stalls in addition to the normal general markets stalls. Most of the commercial traders were small or micro businesses experimenting with a stall for the day. Commercial hirers were charged the usual pitch and stall hire fee. Some of them have said they would be interested in trading on other event days (eg Christmas) and one has already booked for the next Street food Saturday. Those responding who were situated in Gold St reported less footfall than those on the Market Place on the day.

Teenage market stalls were provided as part of Kettfest – four traders booked, but not all of them turned up.

2.3 Farmers Markets

Only two traders have shown an interest in the first farmers market and they will be invite to locate alongside the street food Saturdays traders on 3th July

2.4. Street Food Saturdays – first one 30th July

Approximately 10 traders are booked in, alongside the entertainments being planned. A verbal update on the entertainments will be provided at the meeting.

3. Administrative issues

- 3.1. As referred to at Council, a discussion with a potential market operator was not fruitful – the market is too small to warrant their investment. The operator did advise that building up events markets would help to generate interest and footfall and some evidence for that has emerged from Kettfest and the Vegan Market, with new traders showing an interest in future events and in the general market itself.

3.2. VAT is being charged on the hire of stalls only – so 80p for each hire; VAT registration has not been completed, despite reminders to HMRC.

3.3. The return of the Wednesday market to Meadow Rd has been complicated by the installation of planting beds there which means that it could not really accommodate more than about five stalls. At the moment, that would not be a challenge, but it would prevent growth in the Wednesday market. However, retaining the Wednesday market on Gold St would increase the overall rates bill by £270 a month.

3.4. There have been no new complaints about the location of market stalls

4. Costs and income

Costs as at 15th July

Cost	To date (15 th July)	Whole year budget cost
Labour	£6502	£22500
Rates	£1604	£4812
NABMA Membership	£369	£369
Supplies and services	£0	£319
TOTAL	£8475	£28000

Income Received as at 15th July (first five weeks of charging)

	General Mkt *	Kettfest++	Street Food Saturdays	Farmers Market
June paid	£534.40	£132		
June – still due	£108	0		
July paid to date	£144			
TOTAL INCOME	£678.40	£132	Not due yet	Not due yet

*Note – one trader is paying in advance, the rest in arrears.

++ Income and costs coded to events.

June's income was for a part month, and a full month, on known existing trader numbers, is likely to be £850.

The projected deficit for this financial year is likely to be £17,000 compared to the £10,000 provided for in the budget

Background Papers

Accounting system, bookings data

19/7/22