



Kettering

TOWN COUNCIL

Community • Environment • Heritage

REPORT FOR INFORMATION

Item No:- ME22/029

Committee:-	Markets and Events Committee
Date:-	29 th November 2023
Author:-	Martin Hammond, Clerk
Report Title:-	Market Performance
Wards Affected:-	William Knibb

1. Purpose of Report

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

2. Recommendations

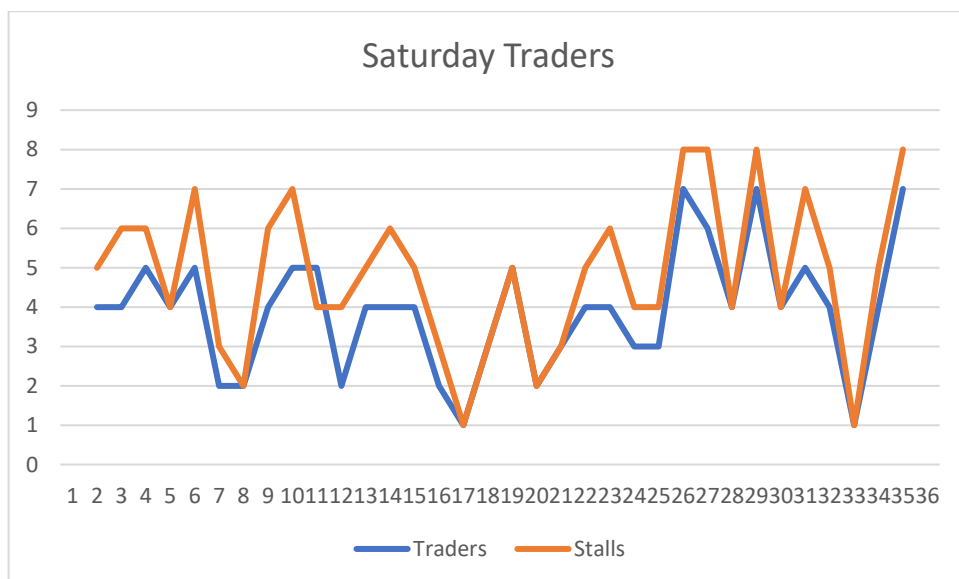
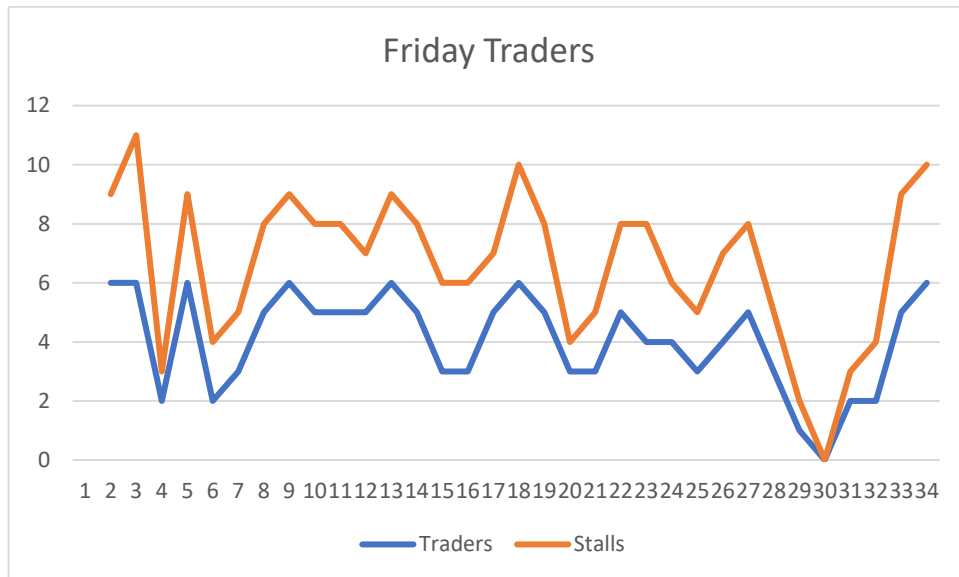
That the report be noted.

3. General market performance April to end October 2023 (30 weeks)

	Traders represented (range plus average)	No of pitches hired on average/day	Of whom, New traders in the last month	Traders leaving in the last month
Wednesdays	1-5 (2.36)	1-5 (2.36)	0	0
Fridays	2-6 (3.92)	3-11 (6.44)	1	1
Saturdays	1-7 (3.96)	1-8 (4.81)	1	0

The average attendance has been 7-8 stalls on a Friday and 4-5 on an average Saturday (although that has picked up recently) We have a core of 10 traders who come weekly across the week and about 6-8 who come less often. One market was cancelled because of poor weather and others have

been depressed because of poor weather, so that the attendance especially on a Friday has bene reduced in the last 6-78 weeks. There has been one new regular trader and one other regular trader has now set up a shop in The Yards.



4. Marketing and Management

4.1. Marketing

We are continuing to publicise the general markets weekly, featuring individual traders each week.

4.2. Management

There has been one complaint about the appearance of a new trader from a nearby retail unit, selling similar goods.

4.3. Costs and income

Income Received or outstanding from 1st April to 22nd November 2023

Cost centre	Item	Received	Due
Markets	General markets	£4392	£159
	Street Food Saturdays	£ 800	0
	Kettfest	£ 340	0
	Bands in the Park	£ 240	0
	Kettering by the Sea	£1050	0
	Love Food	£ 688	0
	Christmas events	£1218	£210
Total		£8728	£369

As at end 27th nov - £24 more in for general market and £126 for xmas

Expenditure since April 1st is as follows (32 weeks)

Cost	Estimate for year	April- November 2023
Market labour	£17,000	£9061
Market Superintendent role	£ 2,900	£1425
Rates	£ 574	£456
NABMA Membership	£ 369	£384
Supplies and services	£ 300	£54
TOTAL	£ 21,143	£11,421 (c.£18,000 full year)
Income projected	£10,000	£11,300
Projected deficit- full year	£11,143	£6,700

5. Climate change and Policy Implications

5.1. A local market can provide environmentally friendly retail with a small resource footprint often at affordable prices and involving local businesses who have not travelled far.

5.2. The Council's policy is to support the economic vitality of the town centre.

Background Papers

Financial system and bookings information,

22.11.23