



REPORT FOR INFORMATION

Item No:- ME22/035

Committee:-	Markets and Events Committee
Date:-	31 st January 2024
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

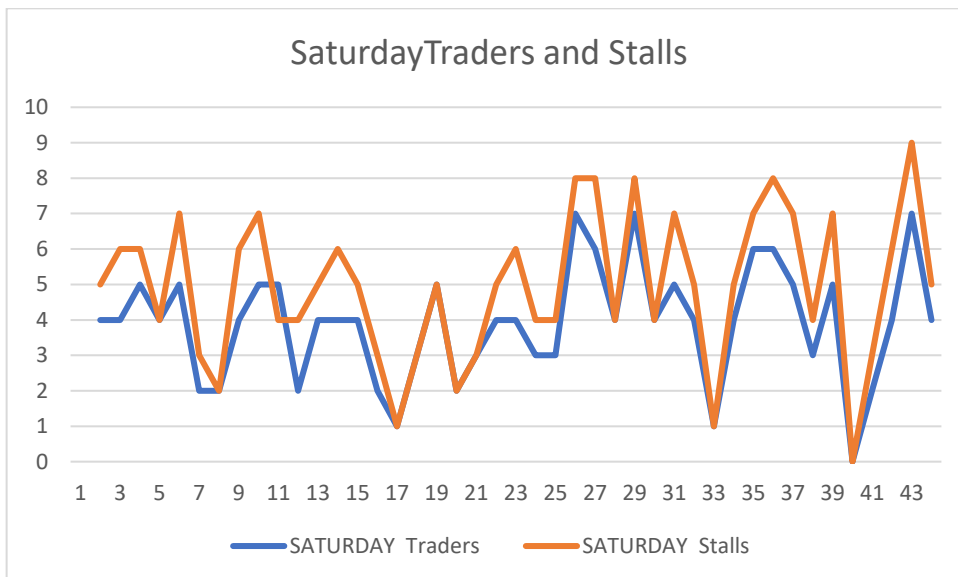
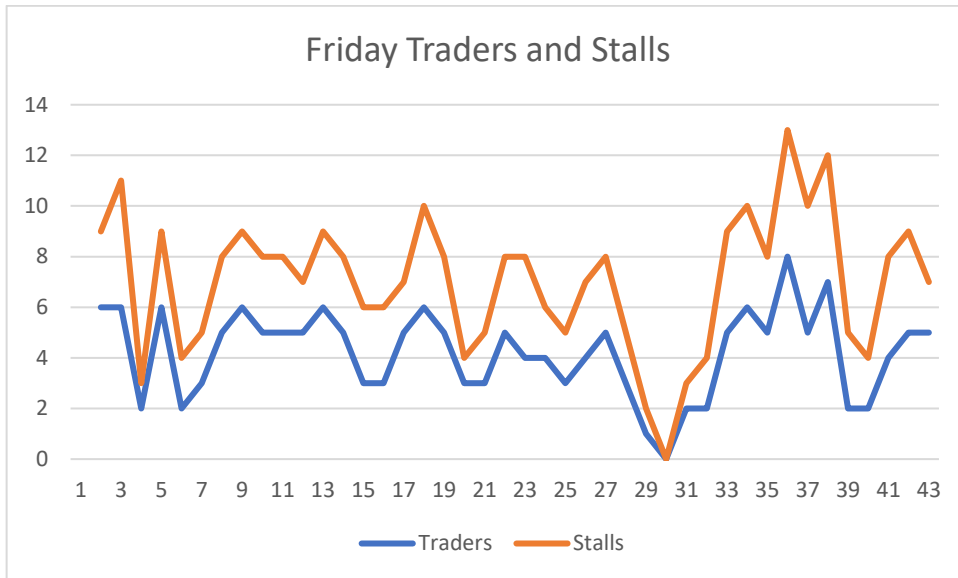
2. Recommendations

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 (range plus average)	Of whom, New traders in the last month	Traders leaving in the last month
Wednesdays	1-5 (2.5)	1-5 (2.5)	0	0
Fridays	1-8 (3.92)	2-13 (6.9)	1	0
Saturdays	1-7 (3.9)	2-13 (4.9)	1	0

The average attendance picked up over the December period but was impacted by poor weather on some days, with one market cancelled. We have a core of 10 traders who come weekly across the week and about 6-8 who come less often.



4. Marketing and Management

4.1. Marketing

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

4.2. Management

No issues currently

4.3. Costs and income

Income Received or outstanding from 1st April - to 24th January 2024

Cost centre	Item	Received	Due
Markets	General markets	£5725	£613
	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	£1428	£
Total		£10271	£613

Expenditure since April 1st is as follows (43 weeks)

Cost	Budget estimate for year	April- January
Market labour	£17,000	£12094
Market Superintendent role	£ 2,900	£1796
Rates	£ 574	£570
NABMA Membership	£ 369	£384
Supplies and services	£ 300	£54
TOTAL	£ 21,143	£14,898 (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,