



REPORT FOR DECISION

Item No:- ME22/021

Committee:-	Markets and Events Committee
Date:-	4 <sup>th</sup> October 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

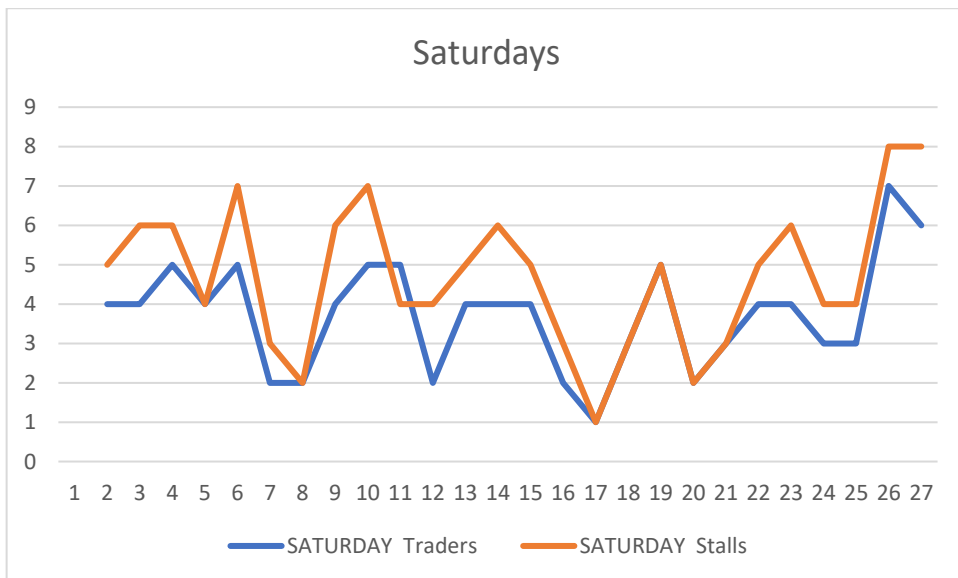
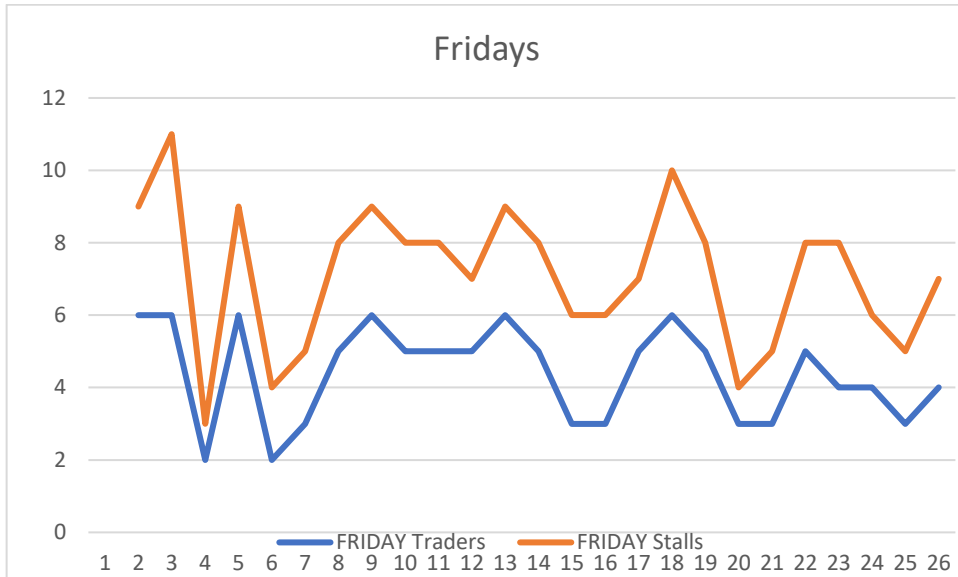
That:-

- a) the report be noted.
- b) the market superintendent role be made permanent

### 3. General market performance April to mid June 2023 (last 11 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
<b>Wednesdays</b>	1-5 (2.64)	1-5 (2.64)	1	0
<b>Fridays</b>	2-6 (4.5)	3-11 (7.1)	1	0
<b>Saturdays</b>	1-7 (3.7)	1-8 (4.7)	3	0

The average attendance has been 7-8 stalls on an average 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. There have been several new traders in the last month.



## 4. Marketing and Management

4.1. Emma Dezelu has designed a social media re-brand for the market, here:-



As well as the rebranding of Kettering Markets, the Facebook page has been revived and is now being regularly updated. The regular markets have been created as Facebook events enabling further promotion online. Promotional work has been undertaken to promote new traders and preview weekly stalls attending the markets, as well as on the day posts featuring photographs of that day's traders. New traders are encouraged to send in images of their products which can be then shared and posted on the Kettering Markets Facebook page as well as Kettering Town Council This Is Kettering's social media channels.

4.2 The market superintendent role has been operating as a trial since early May. Claire Boyd has been employed, through CDR, for three hours a week (1.5 hours on a Friday and the same on a Saturday) in the mornings. Her role has been to manage traders' set up, welcome and induct new traders, mind the stalls whilst traders park off site and problems solve where necessary. The role provides on the ground monitoring every market day and ensures that traders' vehicles are removed from the streets leaving the area more open, retail shop fronts are clear of vans & the road is accessible to emergency vehicles. The superintendent's presence also discourages the random appearance of ad hoc stalls. It is also a useful "eyes and ears" for the Council as to what is happening on site. It costs £60 a week, so, £3000 a year.

4.3. Claire's view of the role is that the current arrangements are effective and there has been positive feedback from traders. An accumulative 3 hours per week is sufficient supervision across the 2 days. Claire has become a key point of contact for traders as they know there will be someone on site to talk to about concerns, to pose questions to, supervise stalls whilst they park their vehicles & take bathroom / refreshment breaks and to welcome new

stall holders as well as answering questions or listening to feedback from the general public. She has provided KTC contact information when getting potential market stall enquiries. She has had to enforce rules from time to time. She is also ideally placed to support promotional work for the market.

## 5. Costs and income

### Income Received or outstanding from 1<sup>st</sup> April to 25<sup>th</sup> September 2023

Cost centre	Item	Received	Due
Markets	General markets	£2973	£472
	Street Food Saturdays	£ 800	0
	Kettfest	£ 340	0
	Bands in the Park	£240	0
	Kettering by the Sea	£1050	0
	Love Food	£ 688	0
Total		<b>£6091</b>	<b>£472</b>

Expenditure since April 1<sup>st</sup> is as follows (24 weeks)

Cost	Estimate for year	April- September 2023
Market labour	£17,000	£6758
Market Superintendent role	£ 2,900	£1022
Rates	£ 574	£346
NABMA Membership	£ 369	£384
Supplies and services	£ 300	£54
<b>TOTAL</b>	<b>£ 21,143</b>	<b>£8565 (c.£18,000 full year)</b>
<b>Income projected</b>	<b>£10,000</b>	<b>£11,500</b>
<b>Projected deficit- full year</b>	<b>£11,143</b>	<b>£6,500</b>

## 6. Climate change and Policy Implications

6.1. 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.

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

### Background Papers

Financial system and bookings information,

