



# Kettering

## TOWN COUNCIL

Community • Environment • Heritage

### REPORT FOR INFORMATION

Item No:- ME22/

Committee:-	Markets and Events Committee
Date:-	6 <sup>th</sup> March 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

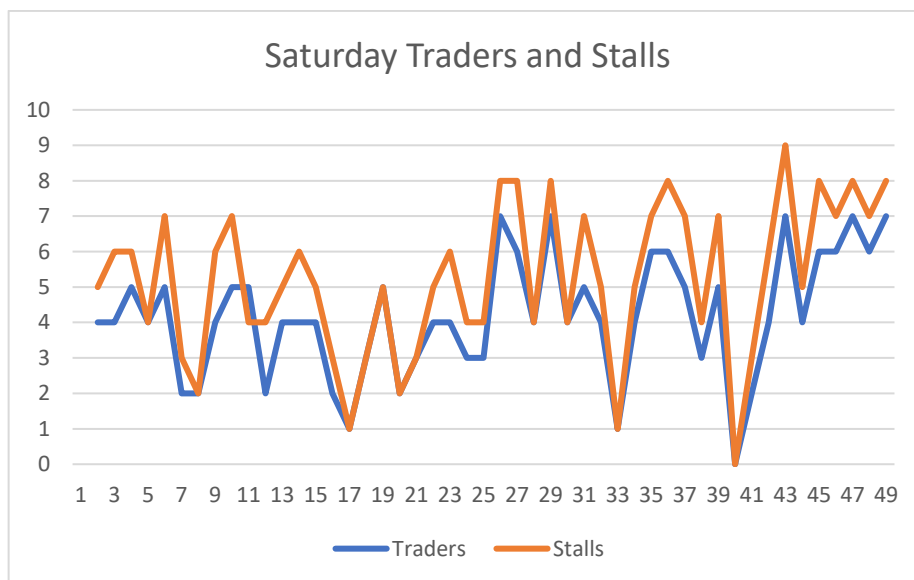
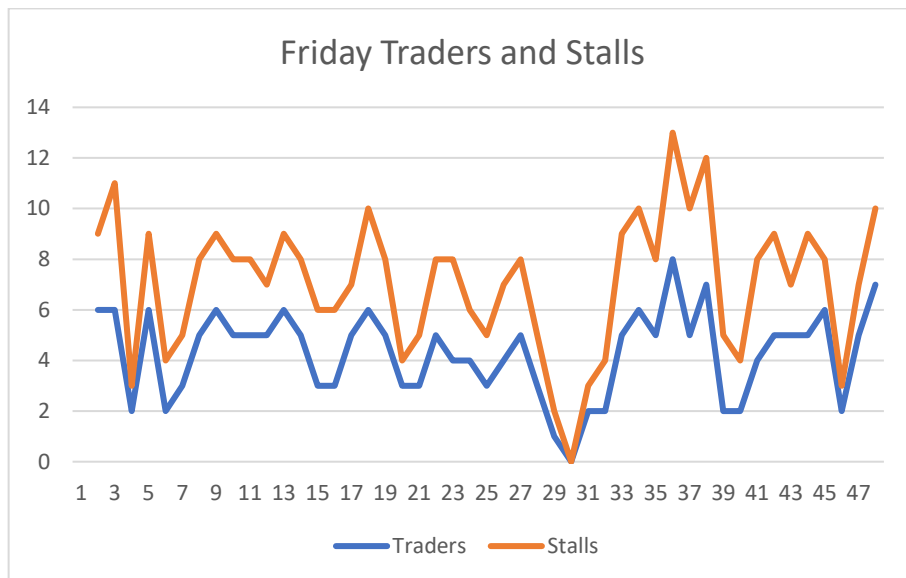
That the report be noted.

#### 3. General market performance April to end February ( 47 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
<b>Wednesdays</b>	1-5 (2.36)	1-5 (2.36)	0	0
<b>Fridays</b>	1-8 (4.3)	2-13 (7)	4	0
<b>Saturdays</b>	1-7 (4.65)	2-13 (5.81)	4	0

The average attendance has been relatively strong in February and Saturday has maintained its gradual improvement. We have had a number of new traders in the last month – 8 in total, although most of them are occasional traders or they have only just started so have not established the best pattern of trading. New stalls include rugs, handbags, hot food, honey products,

jewellery, knitted products, We have a core of 10 traders who come weekly across the week and about 8-10 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. The shortage of electricity points is a drag on attracting new traders.

### 4.3. Costs and income

Income Received or outstanding from 1<sup>st</sup> April - to 28<sup>th</sup> February 2024

Cost centre	Item	Received	Due
Markets	General markets	£6674	£180
	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		<b>£11220</b>	<b>£180</b>

Expenditure since April 1<sup>st</sup> is as follows (43 weeks)

Cost	Budget estimate for year	April- February
Market labour	£17,000	£14001
Market Superintendent role	£ 2,900	£1983
Rates	£ 574	£570
NABMA Membership	£ 369	£384
Supplies and services	£ 300	£54
<b>TOTAL</b>	<b>£ 21,143</b>	<b>£16992 (c.£18,500 full year)</b>
<b>Income projected</b>	<b>£10,000</b>	<b>£12,250</b>
<b>Projected deficit- full year</b>	<b>£11,143</b>	<b>£6,250</b>

## 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,