

FEES AND CHARGES REPORT

APPENDIX G – GAINSBOROUGH MARKET

1. Service description

Gainsborough general market takes place every Tuesday and Saturday, with stalls located in the Market Place and Silver Street.

The market function is part of Operational Services and is managed on a day to day basis by the Street Cleansing Team Manager.

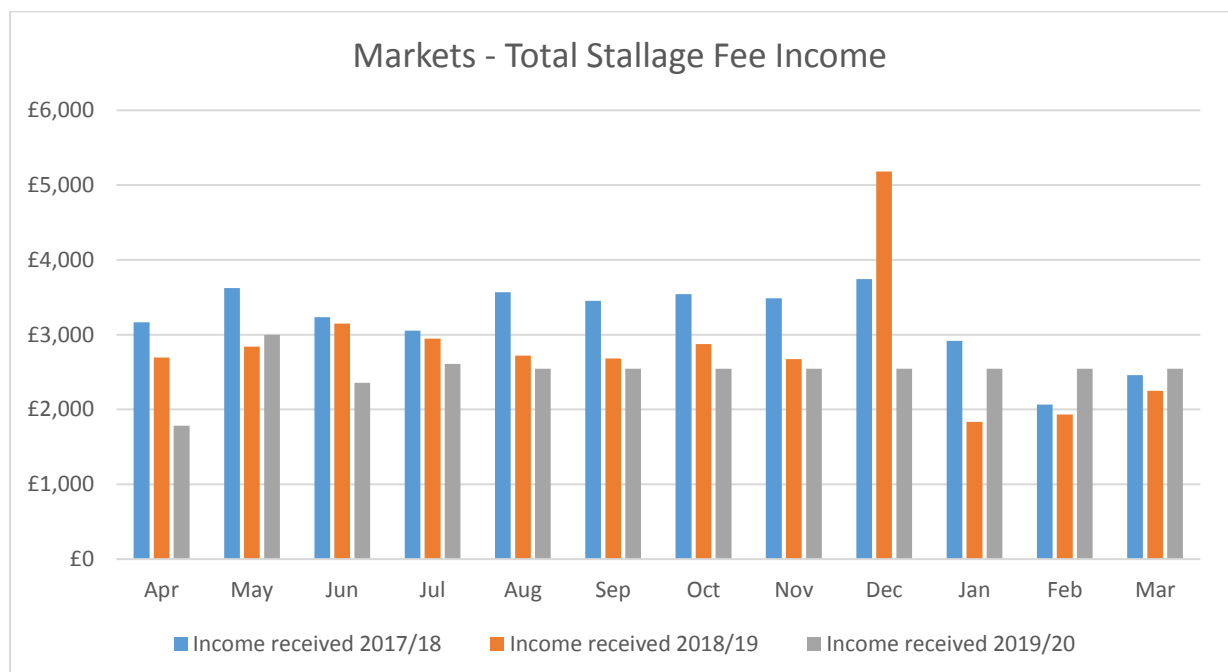
Traders pay their stall fees predominantly by PayPal, we do still have a minority paying with cash/cheques.

Gainsborough market is a key feature of the town and helps to attract footfall to support the wider shopping area, particularly on a Tuesday. However, consistent with the national picture, Gainsborough market has been in decline in recent years due to changing retail habits. Financial pressures have placed further strain on the resources needed to manage and develop the market.

The market is now subject to review and future delivery options are currently being considered by the Council's Prosperous Communities Committee.

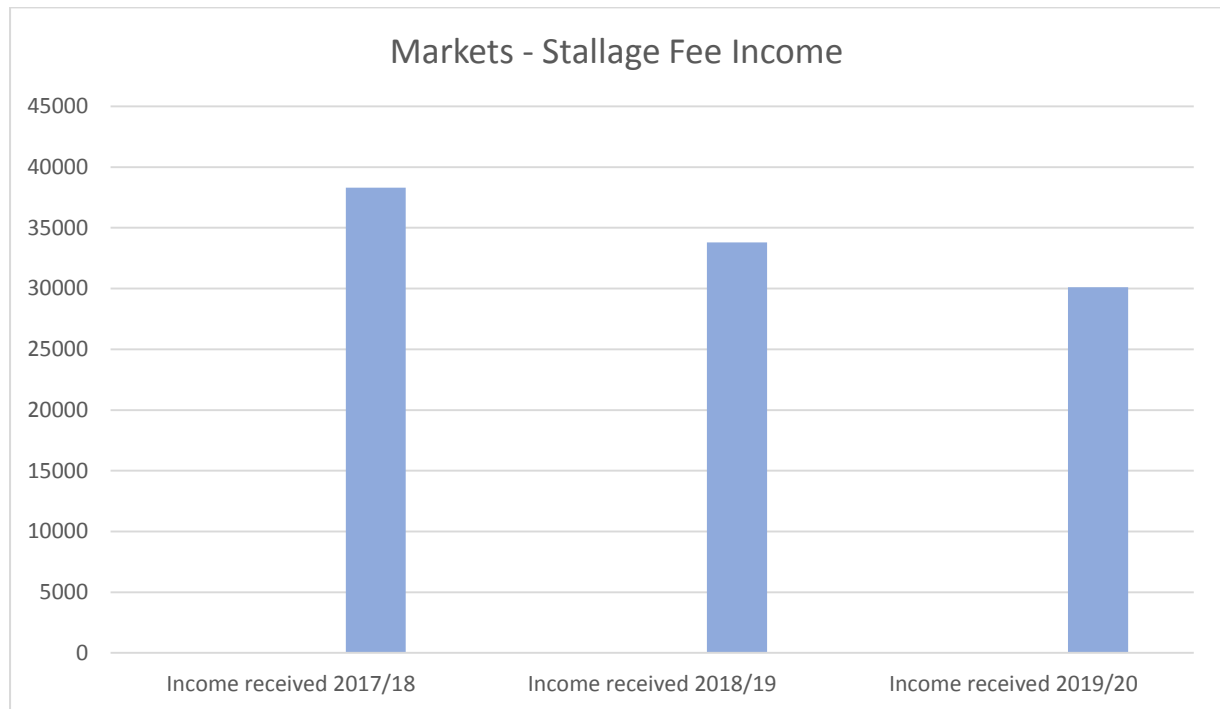
2. Prior years analysis, current financial year projections

The graph below illustrates the actual income that has been received over the last three financial year split over months. 2019/20 figures are actuals April to July, with estimates to year end.



Total income received year on year is illustrated below, 2019/20 figures are actuals April to July, with estimates for August to March (There was impact on income from the adverse weather conditions of 2016/17 with a number of markets being cancelled).

As the table shows income has been gradually reducing since 2017-18.



3. Pricing

As the service is currently under review we are not proposing any amendments to fees and charges. If as part of the review the fees and charges are revised we will pick these amendments up and implement the changes.

4. Understanding Customers and Markets

The market has capacity for 91 number of stalls, current levels of occupancy fall significantly short of this level. The number of traders has reduced over the past 3 years and function is currently the subject of an in-depth review by the Prosperous Communities Committee. The aim of this review is to deliver a more efficient and effective service and a range of future delivery options are being considered. It is likely that consultation and further engagement with staff, traders and wider stakeholders will be required as part of this process.

5. Proposed Charges

In light of this ongoing review and given the current decline in numbers, it is proposed to freeze the market stall fees for 2020/21.

6. Recommendation

Members are requested to recommend to Council the charges for 2019/20 as illustrated in the schedule below;

2019/20	Proposed Increase/decrease		2020/21	VAT Amount	2020/21 Charge Inc. VAT	VAT Rate
	£	% Type or £				

Gainsborough Market**Tuesday Market****Registered Trader**

1 stall	£16.00		£16.00	£0.00	£16.00	OS
2 stalls	£27.00		£27.00	£0.00	£27.00	OS
3 stalls	£35.00		£35.00	£0.00	£35.00	OS
4 stalls	£43.00		£43.00	£0.00	£43.00	OS
5 stalls	£51.00		£51.00	£0.00	£51.00	OS

Casual Trader

1 stall	£17.50		£17.50	£0.00	£17.50	OS
2 stalls	£35.00		£35.00	£0.00	£35.00	OS
3 stalls	£52.50		£52.50	£0.00	£52.50	OS
4 stalls	£70.00		£70.00	£0.00	£70.00	OS
5 stalls	£87.50		£87.50	£0.00	£87.50	OS

Saturday Market**Registered Trader**

1 stall	£10.00		£10.00	£0.00	£10.00	OS
2 stalls	£20.00		£20.00	£0.00	£20.00	OS
3 stalls	£25.00		£25.00	£0.00	£25.00	OS
4 stalls	£30.00		£30.00	£0.00	£30.00	OS
5 stalls	£35.00		£35.00	£0.00	£35.00	OS

Casual Trader

1 stall	£16.50		£16.50	£0.00	£16.50	OS
2 stalls	£33.00		£33.00	£0.00	£33.00	OS
3 stalls	£49.50		£49.50	£0.00	£49.50	OS
4 stalls	£66.00		£66.00	£0.00	£66.00	OS
5 stalls	£82.50		£82.50	£0.00	£82.50	OS

All new traders offered £7.50 per stall on Saturday for a maximum of 6 months

The 6 month period will be cumulative and will be calculated on a rolling basis for each trader

Once a trader has had 6 months discount no further discounts will be given irrespective of time gap between trading

Other Units (Vending Vans, Trailers etc.)**Tuesday Market**

Registered Trader	£23.50		£23.50	£0.00	£23.50	OS
Casual Trader	£25.50		£25.50	£0.00	£25.50	OS

Saturday Market

Registered Trader	£15.00		£15.00	£0.00	£15.00	OS
Casual Trader	£20.00		£20.00	£0.00	£20.00	OS