

FEES AND CHARGES REPORT

APPENDIX 10 – 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.

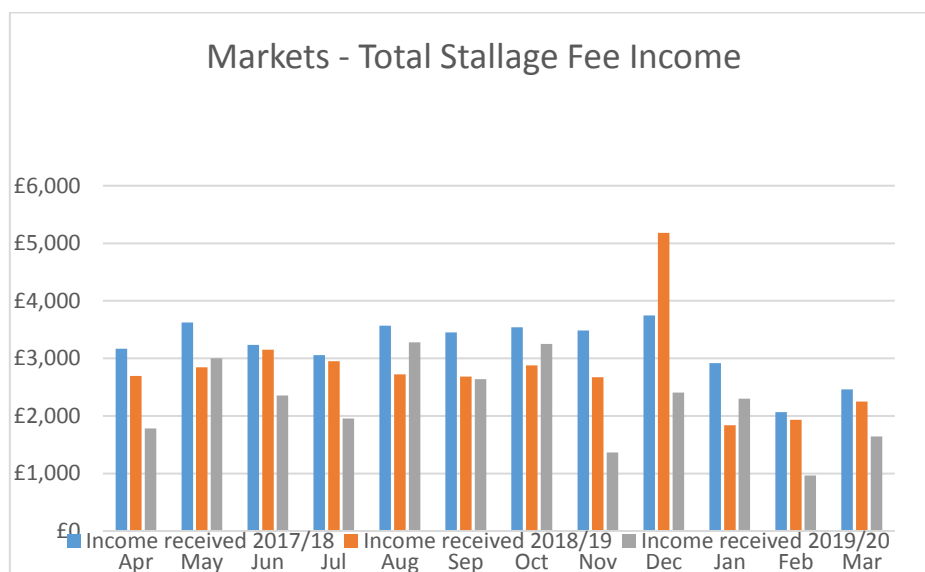
Traders pay their stall fees mostly by card payments; however we do still have a minority paying with cash/cheques.

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 to be considered by the Council's Prosperous Communities Committee later in the financial year.

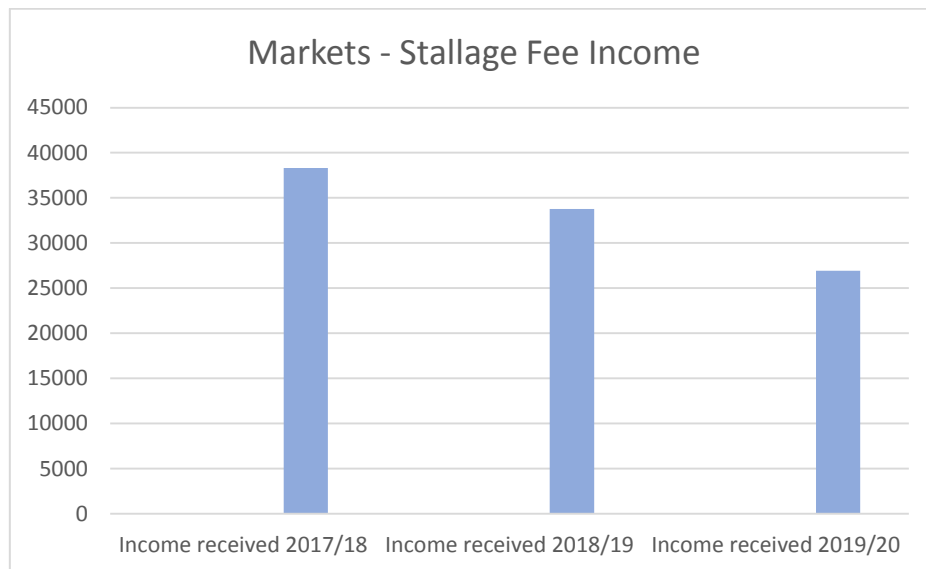
2. Prior years analysis, current financial year projections

The graph below illustrates the actual income that has been received over the last three financial years, split over months. There is no income for 2020/2021 as Members agreed free market rents until 31st May 2021 due to Covid-19.



Total income received year-on-year is illustrated below, there is no income for 2020/2021 as Members agreed free market rents until 31st May 2021 due to Covid-19.

As the table shows income has been gradually reducing since 2017/2018.



3. COVID Impact

Covid-19 has had a severe impact on the Market. From March 23rd 2020 to June 1st 2020 the Market was closed in-line with Government guidelines, with the exception of food / pet stalls. Markets were able to reopen in June 2020 in-line with Government guidelines, and amendments were made to the layout of the Market to make the Market Covid-19 safe.

To help support our traders and the town centre to aid recovery Members agreed no rents would be charged for 2020/2021.

4. Pricing

As the service is currently under review, we are not proposing any amendments to fees and charges at this point.

5. Understanding customers and Markets

The Market has capacity for 91 stalls. Current levels of occupancy fall significantly short of this level. The number of traders has reduced over the past 3 years. A thorough review is currently underway and will be delivered to Members in the autumn.

6. Proposed Charging

It is proposed that charges are frozen at the current rate to support the trader and the town centre, pending the service review later in the year.

7. Impact on Medium Term Financial Plan (MTFP)

	2022/23 (£)	2023/24 (£)	2024/25 (£)	2025/26 (£)	2026/27 (£)
Current Budget in MTFP	(35,000)	(35,000)	(35,000)	(35,000)	(35,000)
Proposed Budget - Markets Stallage Fees	(35,000)	(35,000)	(35,000)	(35,000)	(35,000)
Impact on MTFP 2022/23 Pressure/ (Saving)	-	-	-	-	-

8. Recommendation

Members are requested to recommend to Council the charges for 2022/2023 as illustrated in the schedule below;

2021/22	Proposed Increase / (Decrease)		2022/23	VAT Amount	2022/23 Charge Inc. VAT	VAT Rate
	£	%				

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

1 stall	£16.00	0.0%	£0.00	£16.00	£0.00	£16.00	OS
2 stalls	£27.00	0.0%	£0.00	£27.00	£0.00	£27.00	OS
3 stalls	£35.00	0.0%	£0.00	£35.00	£0.00	£35.00	OS
4 stalls	£43.00	0.0%	£0.00	£43.00	£0.00	£43.00	OS
5 stalls	£51.00	0.0%	£0.00	£51.00	£0.00	£51.00	OS

Casual Trader

1 stall	£17.50	0.0%	£0.00	£17.50	£0.00	£17.50	OS
2 stalls	£35.00	0.0%	£0.00	£35.00	£0.00	£35.00	OS
3 stalls	£52.50	0.0%	£0.00	£52.50	£0.00	£52.50	OS
4 stalls	£70.00	0.0%	£0.00	£70.00	£0.00	£70.00	OS
5 stalls	£87.50	0.0%	£0.00	£87.50	£0.00	£87.50	OS

Saturday Market**Registered Trader**

1 stall	£10.00	0.0%	£0.00	£10.00	£0.00	£10.00	OS
2 stalls	£20.00	0.0%	£0.00	£20.00	£0.00	£20.00	OS
3 stalls	£25.00	0.0%	£0.00	£25.00	£0.00	£25.00	OS
4 stalls	£30.00	0.0%	£0.00	£30.00	£0.00	£30.00	OS
5 stalls	£35.00	0.0%	£0.00	£35.00	£0.00	£35.00	OS

Casual Trader

1 stall	£16.50	0.0%	£0.00	£16.50	£0.00	£16.50	OS
2 stalls	£33.00	0.0%	£0.00	£33.00	£0.00	£33.00	OS
3 stalls	£49.50	0.0%	£0.00	£49.50	£0.00	£49.50	OS
4 stalls	£66.00	0.0%	£0.00	£66.00	£0.00	£66.00	OS
5 stalls	£82.50	0.0%	£0.00	£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	0.0%	£0.00	£23.50	£0.00	£23.50	OS
Casual Trader	£25.50	0.0%	£0.00	£25.50	£0.00	£25.50	OS

Saturday Market

Registered Trader	£15.00	0.0%	£0.00	£15.00	£0.00	£15.00	OS
Casual Trader	£20.00	0.0%	£0.00	£20.00	£0.00	£20.00	OS