

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.

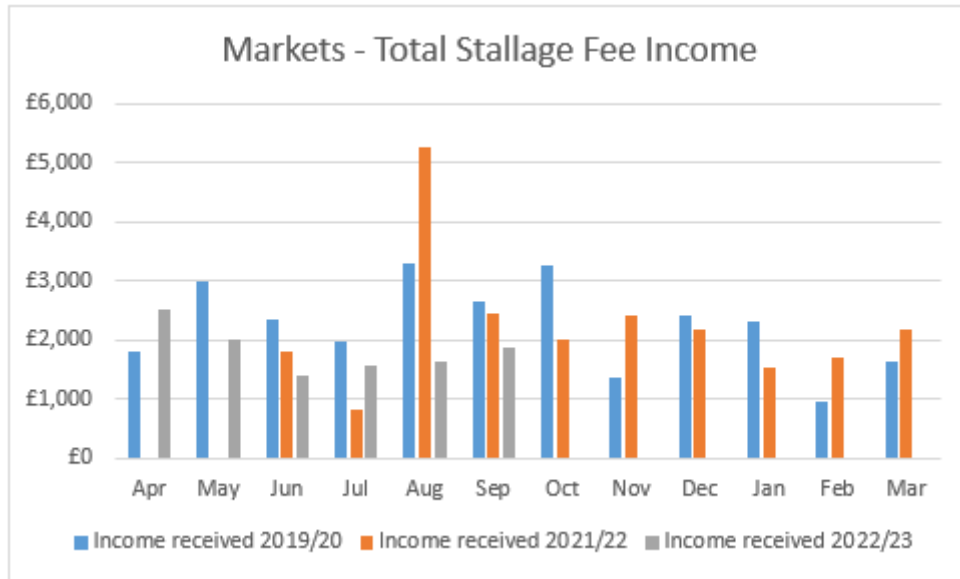
Traders pay their stall fees mostly by card payments; however, we do still have a minority paying with cash/cheques.

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 was subject to a comprehensive review and future delivery options were to be considered by the Council's Prosperous Communities Committee earlier this year, an approved three-year Action Plan is now in delivery.

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. 2022/2023 is the income for the first 6 months only.



Total income received year-on-year is illustrated below, there is minimal 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 2019/2020.

Income achieved	2019-20 (£)	2020-21 (£)	2021-22 (£)	2022-23 Forecast (£)
Markets	(26,944)	(324)	(21,267)	(20,000)
Total Income	(26,944)	(324)	(21,267)	(20,000)
Budget	(35,000)	-	(35,000)	(35,000)
Income Achieved (Above)/Below Budget	8,056	(324)	13,733	15,000

3. Pricing

As the Action Plan is now in delivery, we are not proposing any amendments to fees and charges at this point.

4. 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.

5. Proposed Charging

It is proposed that charges are frozen at the current rate to support the trader and the town centre until the Action Plan is delivered.

6. Impact on Medium Term Financial Plan (MTFP)

Corporate Policy and Resources approved the 'Funding the Future of West Lindsey Markets Model' on the 10th February 2022, which included a reduction in stallage fee income of £6,600 in 2023/2024.

	2023/24 (£)	2024/25 (£)	2025/26 (£)	2026/27 (£)	2027/28 (£)
Current Budget in MTFP	(35,000)	(35,000)	(35,000)	(35,000)	(35,000)
Proposed Budget - Markets Stallage Fees	(28,400)	(29,800)	(31,300)	(32,800)	(32,800)
Impact on MTFP 2023/24 Pressure/ (Saving)	6,600	5,200	3,700	2,200	2,200

7. Recommendation

Members are requested to recommend to Council the charges for 2023/2024 as illustrated in the schedule below:

2022/23	Proposed Increase / (Decrease)		2023/24	VAT Amount	2023/24 Charge Inc. VAT	VAT Rate
£	% Type	or £	£	£	£	

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