

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 & Market Team Leader.

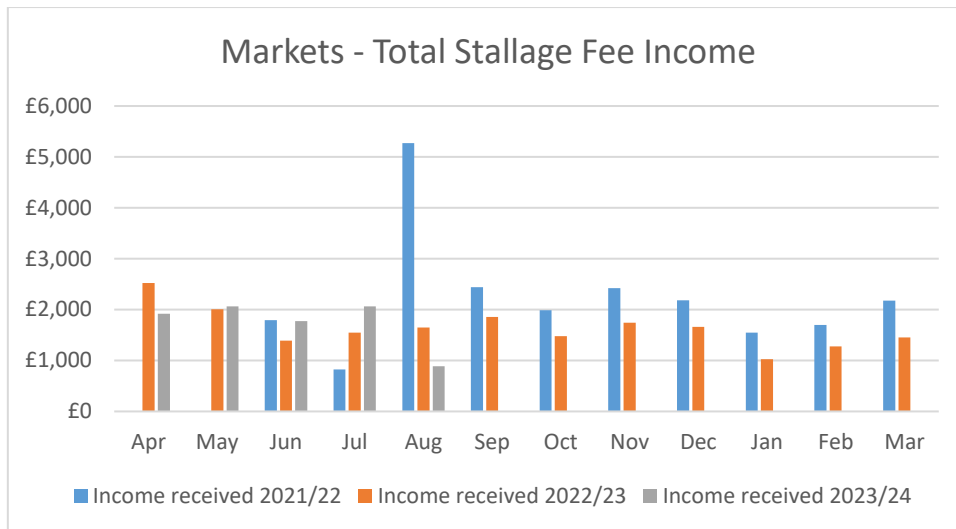
Traders pay their stall fees mostly by card payments; however, we do still have a minority paying with cash/cheques.

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 considered by the Council's Prosperous Communities Committee earlier this year, an approved three-year Action Plan is now in delivery. A task-and-finish Member Markets Working Group has been established with a view to further developing the markets offer.

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. 2023/2024 is the income for the first 6 months only.



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.

Income achieved	2020/21 (£)	2021/22 (£)	2022/23 (£)	2023/24 Forecast (£)
Market Stallage Fee Income	-	(21,267)	(19,608)	(19,600)
Budget	-	(35,000)	(25,000)	(28,400)
Income Achieved (Above)/Below Budget	-	13,733	5,392	8,800

3. Pricing

As the Action Plan is now in delivery, we are not proposing any amendments to the existing fees and charges for the registered and casual traders.

It is proposed that new traders will receive a 50% discount when trading for 12 continuous weeks, discount to be applied to the full period.

Additionally, to draw in the Young Market Traders (16 to 25 years old) the same discount is to be applied – 50% discount when trading for 12 continuous weeks.

It is also proposed to introduce a larger stall discount for market organisers bringing more than 25 stalls to Gainsborough market on either a Tuesday or Saturday. A new fee to be introduced of £7.50 where a trader utilised more than 25 stalls.

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.

5. Proposed Charging

No increase to the existing fees and charges for the registered and casual traders.

The existing New Trader incentive of £7.50 per stall for 6 months be extended to all market days (not just Saturday).

A new incentive is proposed to draw in Young Market Traders (16 – 30 years old) with a fixed fee of £7.50 per stall.

6. Impact on Medium Term Financial Plan (MTFP)

As highlighted in section 2, market stallage fee income for 2022/2023 and forecast for 2023/2024 is below £20,000. It is proposed to reduce the base budget within the MTFP to this level pending the delivery of the Action Plan.

	2024/25 (£)	2025/26 (£)	2026/27 (£)	2027/28 (£)	2028/29 (£)
Current Budget in MTFP	(29,800)	(31,300)	(32,800)	(32,800)	(32,800)
Proposed Budget - Markets Stallage Fees	(19,800)	(21,300)	(22,800)	(22,800)	(22,800)
Impact on MTFP 2024/25 Pressure/ (Saving)	10,000	10,000	10,000	10,000	10,000

7. Recommendation

Members are requested to recommend to Council the charges for 2024/2025 as illustrated in the schedule below.

2023/24	Proposed Increase / (Decrease)		2024/25	VAT Amount	2024/25 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

Young Market Traders (16 - 25 years)

50% discount when trading for 12 continuous weeks.	n/a	n/a	n/a	n/a	n/a	n/a	n/a
--	-----	-----	-----	-----	-----	-----	-----

New Traders

50% discount when trading for 12 continuous weeks.	£7.50	n/a	n/a	n/a	n/a	n/a	n/a
--	-------	-----	-----	-----	-----	-----	-----

Larger Stall Discount

Discount for market traders bringing more than 25 stalls to Gainsborough market on either a Tuesday or Saturday	n/a	n/a	n/a	n/a	n/a	n/a	n/a
---	-----	-----	-----	-----	-----	-----	-----

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