

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.

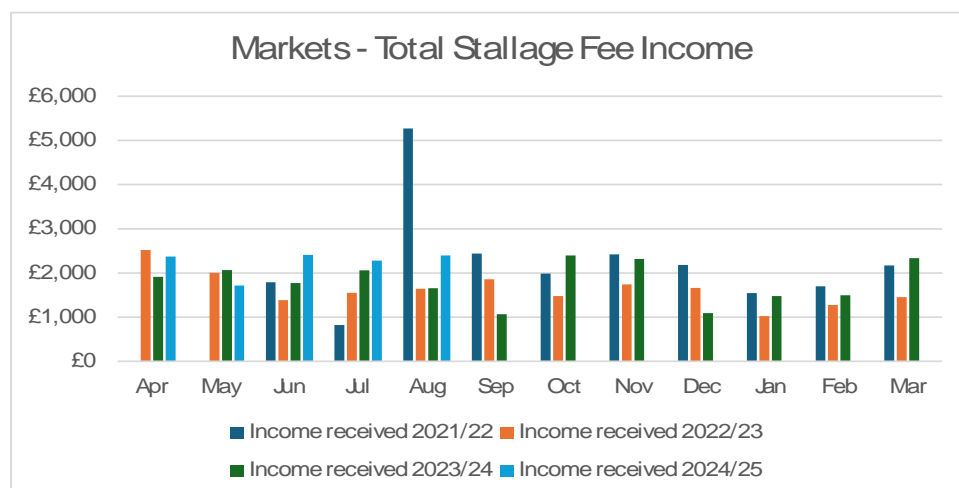
Traders pay their stall fees mostly by card payments; however, we do still have a minority paying with cash/cheques.

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 in the previous year, and 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. 2024/2025 is the income for the first 5 months only.



The table below highlights actual income achieved against budget for the last three financial years and a forecast for 2024/2025.

Income achieved	2021/22 Actual (£)	2022/23 Actual (£)	2023/24 Actual (£)	2024/25 Forecast (£)
Market Stallage Fee Income	(22,342)	(19,608)	(21,671)	(20,900)
Budget	(35,000)	(25,000)	(28,400)	(20,900)
Income Achieved (Above)/Below Budget	12,658	5,392	6,729	-

3. Pricing

We are proposing to freeze the fees for market stalls. We are maintaining numbers of the traders and have recently seen some growth e.g. antiques traders. We do not want to jeopardize these fragile green shoots of growth with a price increase.

Once the public realm work is done and the shops are full again, we will review the fees with a view to possibly increasing them, in consultation with officers and members.

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.

6. Impact on Medium Term Financial Plan (MTFP)

There is not impact on the medium-term financial plan.

	2025/26 (£)	2026/27 (£)	2027/28 (£)	2028/29 (£)	2029/30 (£)
Current Budget in MTFP	(22,400)	(23,900)	(23,900)	(23,900)	(23,900)
Proposed Budget - Markets Stallage Fees	(21,300)	(22,800)	(22,800)	(22,800)	(22,800)
Proposed Budget - Farmers Markets Stallage Fees	(1,100)	(1,100)	(1,100)	(1,100)	(1,100)
Impact on MTFP 2025/26 Pressure/ (Saving)	-	-	-	-	-

7. Recommendation

Members are requested to recommend to Council the charges for 2025/2026 as illustrated in the schedule below:

2024/25	Proposed Increase / (Decrease)		2025/26	VAT Amount	2025/26 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 - 30 years)

50% discount when trading for 12 continuous weeks.

New Traders

50% discount when trading for 12 continuous weeks.

Larger Stall Discount

Discount for market traders bringing between 8 and 25 stalls on a specialist market	£10.00	0.0%	£0.00	£10.00	£0.00	£10.00	OS
Discount for market traders bringing more than 20 stalls to Gainsborough market on either a Tuesday or Saturday	£7.50	0.0%	£0.00	£7.50	£0.00	£7.50	OS

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