

FEES AND CHARGES REPORT

APPENDIX 11 – 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 with stall erection organised by the Street Cleansing Team Leader.

Day to day operations, planning and promotions are managed by the Markets Development Officer within the Commercial Services team.

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

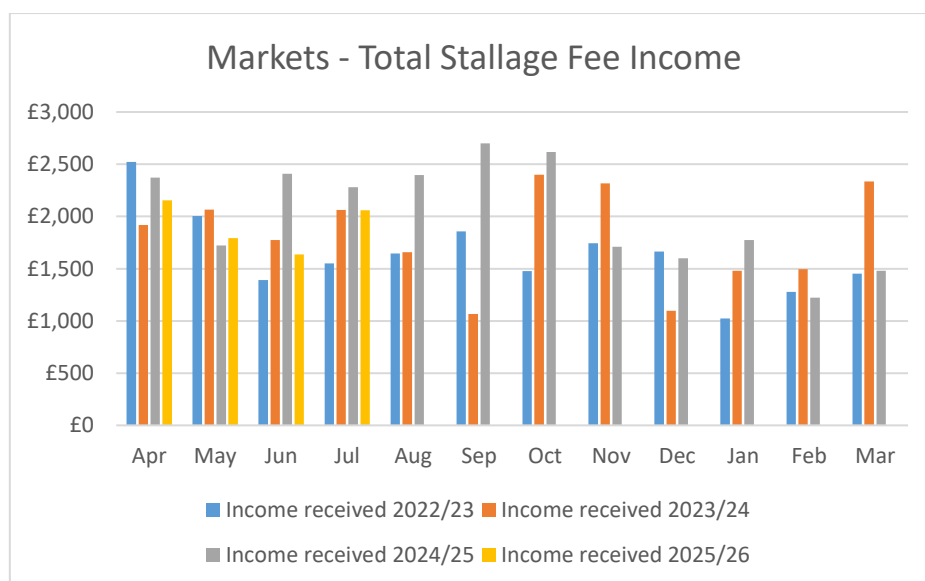
Traders that attend the legacy events, such as Christmas Lights Festival also contribute to the Markets annual income.

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.

However, the Market has seen vast improvement through the Levelling Up Fund and UK Shared Prosperity Fund interventions, with an improved environment making the markets offer more attractive. The Commercial, Cultural and Leisure Development Manager is working alongside the Growth Team to develop a long term strategy to attract more businesses, traders, and visitors to the market place.

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. For 2025/2026 the income for the first 4 months only.



The table below highlights actual income achieved against budget for the last three financial years, and a forecast for 2025/2026.

Income achieved	2022/23 Actual (£)	2023/24 Actual (£)	2024/25 Actual (£)	2025/26 Forecast (£)
Market Stallage Fee Income	(20,426)	(21,670)	(24,284)	(22,400)
Budget	(35,000)	(28,400)	(20,900)	(22,400)
Income Achieved (Above)/Below Budget	14,574	6,730	(3,384)	-

3. Pricing

We are proposing to freeze the fees for market stalls. We are maintaining numbers of 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.

We are proposing to reduce the Tuesday fees for vans and trailers to encourage more traders. No stall erection is required for these traders so it seems more appropriate to reduce the fee so they are more in line with the market stalls.

Once the public realm work is complete 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.

Small reduction for vans and trailers to bring them in line with market stalls and to encourage an increase in traders.

6. Impact on Medium Term Financial Plan (MTFP)

There is no impact on the medium-term financial plan.

	2026/27 (£)	2027/28 (£)	2028/29 (£)	2029/30 (£)	2030/31 (£)
Current Budget in MTFP	(23,900)	(23,900)	(23,900)	(23,900)	(23,900)
Proposed Budget - Markets Stallage Fees	(22,800)	(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 2026/27 Pressure/ (Saving)	-	-	-	-	-

7. Recommendation

Members are requested to recommend to Council the charges for 2026/2027 as illustrated in the schedule below:

statutory/statutory range
non statutory

Prosperous Communities Committee

Markets

2025/26	Proposed Increase / (Decrease)		2026/27	VAT Amount	2026/27 Charge Inc. VAT	VAT Rate
£	% Type	or £	£	£	£	

Gainsborough Market

Tuesday Market

Registered Trader

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

Casual Trader

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

Saturday Market

Registered Trader

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

Casual Trader

NON STAT	1 stall		£16.50	0.0%	£0.00	£16.50	£0.00	£16.50	OS
NON STAT	2 stalls		£33.00	0.0%	£0.00	£33.00	£0.00	£33.00	OS
NON STAT	3 stalls		£49.50	0.0%	£0.00	£49.50	£0.00	£49.50	OS
NON STAT	4 stalls		£66.00	0.0%	£0.00	£66.00	£0.00	£66.00	OS
NON STAT	5 stalls		£82.50	0.0%	£0.00	£82.50	£0.00	£82.50	OS

Young Market Traders (16 - 30 years)

NON STAT	50% discount when trading for 12 continuous weeks.								
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New Traders

NON STAT	50% discount when trading for 12 continuous weeks.								
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Larger Stall Discount

NON STAT	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
NON STAT	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

NON STAT	Registered Trader		£23.50	-14.9%	-£3.50	£20.00	£0.00	£20.00	OS
NON STAT	Casual Trader		£25.50	-9.8%	-£2.50	£23.00	£0.00	£23.00	OS

Event Pitch/Stall Fee (for event traders only)

NON STAT			£50.00	0.0%	£0.00	£50.00	£0.00	£50.00	OS
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Saturday Market

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