



**Prosperous Communities
Committee**

Date 20th March 2018

**Subject: Gainsborough Market - Events and Traders' Term and
Conditions**

Report by:

Chief Operating Officer

Contact Officer:

Adrian Selby
Strategic Manager Services
01427 675154
Ady.selby@west-lindsey.gov.uk

Purpose / Summary:

*To update on progress with future delivery of
Gainsborough Market and recommend to
Committee a programme of events for 2018.*

*To recommend to Committee a new payment
methodology for traders*

*To amend Terms and Conditions in order to give
clarity on types of traders to be permitted to
trade on the Market*

RECOMMENDATION(S):

- 1. Prosperous Communities Committee resolves to task Officers with arranging the events specified at section 3.1**
- 2. Prosperous Communities Committee resolves to introduce a 'pay on the day' methodology as soon as it becomes available**
- 3. Prosperous Communities Committee resolves to introduce limits on the number of specific traders as out-lined in section 5**
- 4. Prosperous Communities Committee resolves to amend Traders' Terms and Conditions to reflect the above decisions.**

IMPLICATIONS

Legal: None

(N.B.) Where there are legal implications the report MUST be seen by the MO

Financial :

There is no budget provision within Markets for promotional and marketing activity from 2017/18 onwards.

During 2016/17 a budget for £25.5k was approved by;

- * £0.5k Growth Board 17/03/16 – from Business Improvement & Transformation
- * £25.0k approved carry forward from 2015/16 Economic & Tourism budgets to support Gainsborough Town Management Projects.

£18.1k was spent during the year. The balance was requested as a carry forward into 2017/18 but was rejected pending a review of the Markets.

It is recommended that £18.5k be dedicated from earmarked reserves which will enable officers to work in conjunction with this Partnership to deliver the events detailed in the body of the report. This can be found from within existing budgets.

FIN REF: FIN/158/18/SL

Staffing : None at this time

(N.B.) Where there are staffing implications the report MUST have a HR Ref

Equality and Diversity including Human Rights :

It is not envisaged that this report will result in a negative impact on any specific groups.

Risk Assessment :

- Trader numbers reduce-*Events and promotions strategy implemented/continued work with Independent Traders Group*
- Traders don't pay on time- *Consultation period for new payment methodology*

Climate Related Risks and Opportunities :None

Title and Location of any Background Papers used in the preparation of this report:

Wherever possible please provide a hyperlink to the background paper/s
If a document is confidential and not for public viewing it should not be listed.

Call in and Urgency:

Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)

Yes

No

Key Decision:

A matter which affects two or more wards, or has significant financial implications

Yes

No

1. Background

In December 2017, Prosperous Communities Committee resolved the following;

- (a) Officers be tasked to procure a partner organisation and/or market operator to run markets in the Market Square in Gainsborough on behalf of the Council. The operation of the markets by a partner or other organisation should adhere to the vision and objectives for the market agreed by the Committee at its meeting on 12 September 2017. Any agreement for a third party to run markets in the Market Square in Gainsborough should enable the Council to control the form, frequency and type of market operated, including a break clause which would allow the Council to take back control of the market in appropriate circumstances; and
- (b) in recognition that any procurement process designed to achieve recommendation 1 above would take time to complete, and that there is an urgent need to develop and improve the Markets in Gainsborough, Officers are tasked to implement the improvements associated with Option A, in-house delivery, immediately as set out in section 5 of the report and the business plan (appendix 1 of the report), including the development and implementation of a “Promotion and Events Strategy” using the in-house communications resource.

2. Update

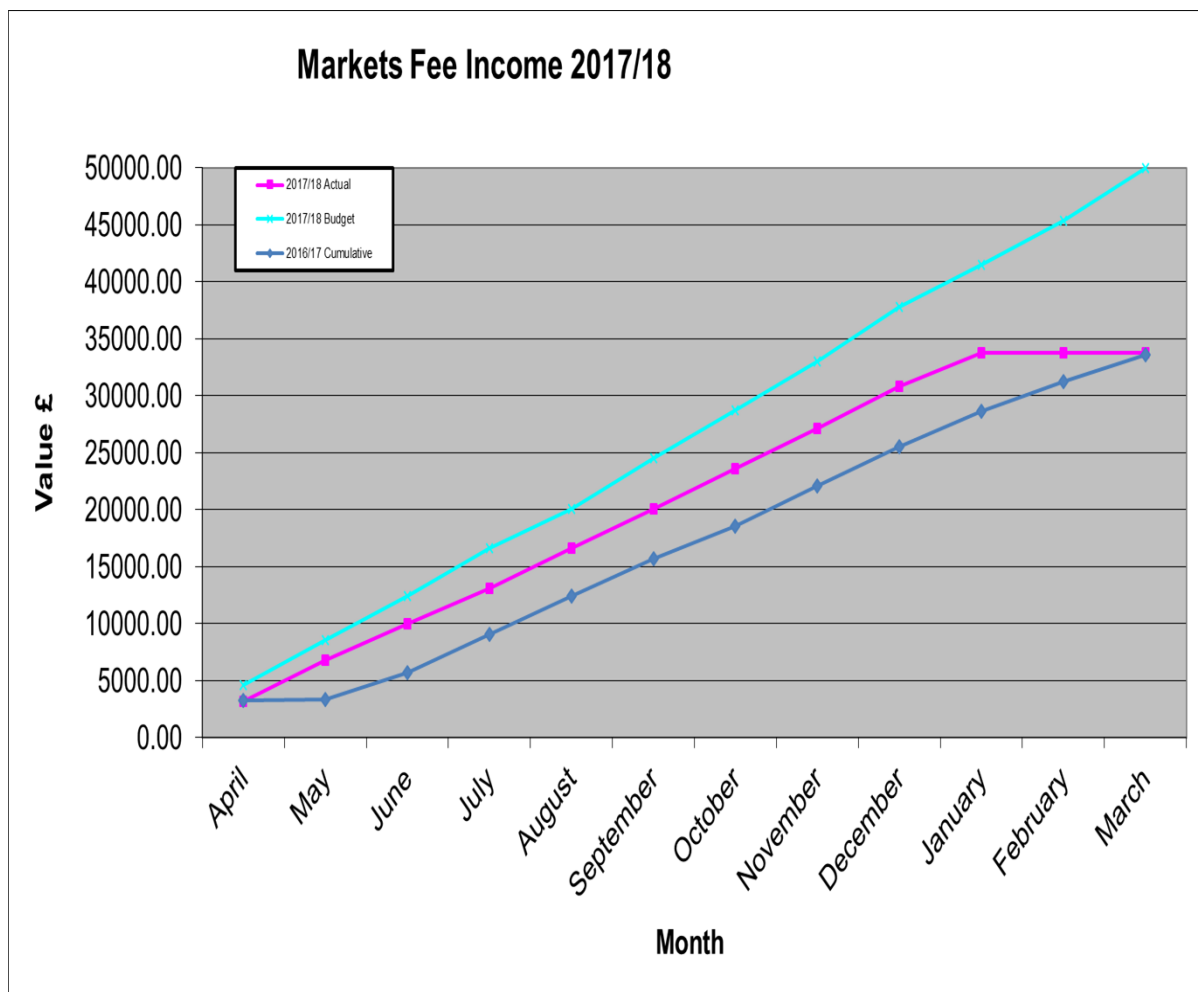
2.1 Resolution A

Since the Committee decision Officers have engaged with colleagues in Procurement Lincolnshire and Lincs Legal in order that they can support the procurement of a partner organisation, whilst considering the terms outlined above.

2.2 Resolution B

Good progress has been made in this area. The Team Manager Street Cleansing is now in control of the day to day delivery of the Market. He is now present at key times and issues are being resolved in a timely manner.

The graph below shows income for the current financial year compared with 2016/17 performance.



2.3 Whilst it is early days for the operational changes, it can be seen in the graph above that income has increased compared to last year. This should be treated with some caution as income is traditionally dynamic, is influenced by many influences and remains below levels predicted in the Medium Term Financial Plan, however it remains a positive direction of travel.

2.4 Other operational changes are planned and there is currently a period of consultation with those staff involved and unions regarding these planned changes. If implemented, further efficiency savings will be achieved.

- 2.5 Debt remains an issue following the implementation of payments via an invoicing system. The Team Manager has reduced levels of debt considerably, however the majority of traders remain dissatisfied with the current payment methodology and would prefer to pay on the day.
- 2.6 The system for booking stalls remains resource heavy and clunky, officers have been working with technical colleagues to find a more efficient solution.
- 2.7 Colleagues from the Communications Team have visited the Market regularly and increased the Markets' profile on social media, this has been received well by Traders.

3. Events

- 3.1 The Communications Team are working up an Events and Marketing Strategy for 2018. Whilst it is not yet complete, it will recommend events to support the Market until a delivery partner is procured. The key events will be;
- Gainsborough Fun Day event in early July. This event has proven to be very popular with residents, visitors and traders in previous years. This event is organised by the Gainsborough Independent Traders and is part funded by WLDC - The cost of this event is £3000
 - A beach event – normally in late July/early August. Again this has proven to be very popular with residents, visitors and traders in previous years and attracts great local interest. The cost of this event is £6000
 - A Halloween event in October. Again, a very popular event in previous years and is a 'pull' for traders on the run up to Christmas. This event is organised by the Gainsborough Independent Traders and is part funded by WLDC - The cost of this event is £3000
 - Christmas Market – normally in late November/early December and held on a Sunday. Whilst this is not a traditional trading day it does attract many visitors into the Market Square. The cost of this event is £7000
 - Smaller bespoke events – these could include speciality food markets, flea markets, classic car meets, etc. It is estimated that three of these events would cost £1000
- 3.2 The strategy will also recommend general support of the Market and events through social media, roadside advertising and other media methods. It is estimated additional materials for this support will cost an additional £1k
- 3.2 Officers have an improved relationship with traders and town centre businesses through the Gainsborough Independent Traders Group.

That partnership has benefitted from Council funding in previous years to help support events. The Independent Traders Group has £2.5k funding which it is willing to utilise to organise events in the upcoming financial year, this will reduce the financial burden on the Council. It is therefore recommended that £18.5k be dedicated from existing budgets which will enable officers to work in conjunction with this Partnership to deliver the events above. There is currently no dedicated events budget within the Market cost centre and the Independent Traders Group has indicated all previous funding has been used.

4. Debt

- 4.1 In order to reduce debt, improve processing and to attract new traders, it is recommended that the Terms and Conditions are amended to remove the alternative of paying monthly via invoice. All Traders should pay on the day using a debit card as soon as this option becomes available.

5. Trader mix

- 5.1 There has been some debate on between Traders and Officers in recent weeks about the amount and mix of goods of traders who should be allowed to stand on the Market. Whilst the council wishes to allow the market to grow as much as possible, it recognises that too many traders selling the same lines could compromise all traders. The table below shows how many of each trader will be allowed to stand on each market taking into account the total number of stalls.

Trader type	Max Tuesday below 70 stalls	Max Tuesday above 70 stalls	Max Saturday below 40 stalls	Max Saturday above 40 stalls
Ladies clothing and fashions	3	4	2	3
Men's Clothing	3	4	2	3
Nightwear	2	3	2	2
Sports Wear	2	3	2	2
Fruit and veg	2	3	2	2
Cut flowers, plants, shrubs	2	3	2	2
Sweets, crisps, drinks	3	4	2	3
Hair care, perfume and cosmetics	2	3	2	2
Underwear	3	4	2	3
Net curtains	2	3	2	2
Knitwear	3	4	2	3
Hats, Caps and Socks	3	4	2	3
Shoes, footwear	2	3	2	2
Children's clothing	2	3	2	2
Greeting cards	2	3	2	2

Meat & game	2	3	2	2
Pet foods	3	4	2	3
Snack bars	2	3	2	2
Doughnuts	2	3	2	2
Tools	2	3	2	2
Books / magazines	2	3	2	2
Cakes, pies, pastries	2	3	2	2

Trader type	Max Tuesday below 70 stalls	Max Tuesday above 70 stalls	Max Saturday below 40 stalls	Max Saturday above 40 stalls
Eggs, chicken, poultry	2	3	2	2
Bags, suitcases	2	3	2	2
Stationery	2	3	2	2
Entertainment goods tapes, CD's, DVD's, Vinyl etc	2	3	2	2
PC & Console games	2	3	2	2
Haberdashery	2	3	2	2
PC hardware / software	2	3	2	2
Cycle spares	2	3	2	2
Fishing tackle	2	3	2	2
Fresh fish	2	3	2	2
Household textiles, soft furnishings, material.	2	3	2	2
Crockery	2	3	2	2
Cutlery	2	3	2	2
Pictures, frames, portraits	2	3	2	2
Toys and models	2	3	2	2
Vax, Hoover spares and parts	2	3	2	2
Watches, batteries	2	3	2	2
Window blinds	2	3	2	2
Workwear, overalls etc.	2	3	2	2
Carpets and rugs	2	3	2	2