

FEES AND CHARGES REPORT

APPENDIX G – 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.

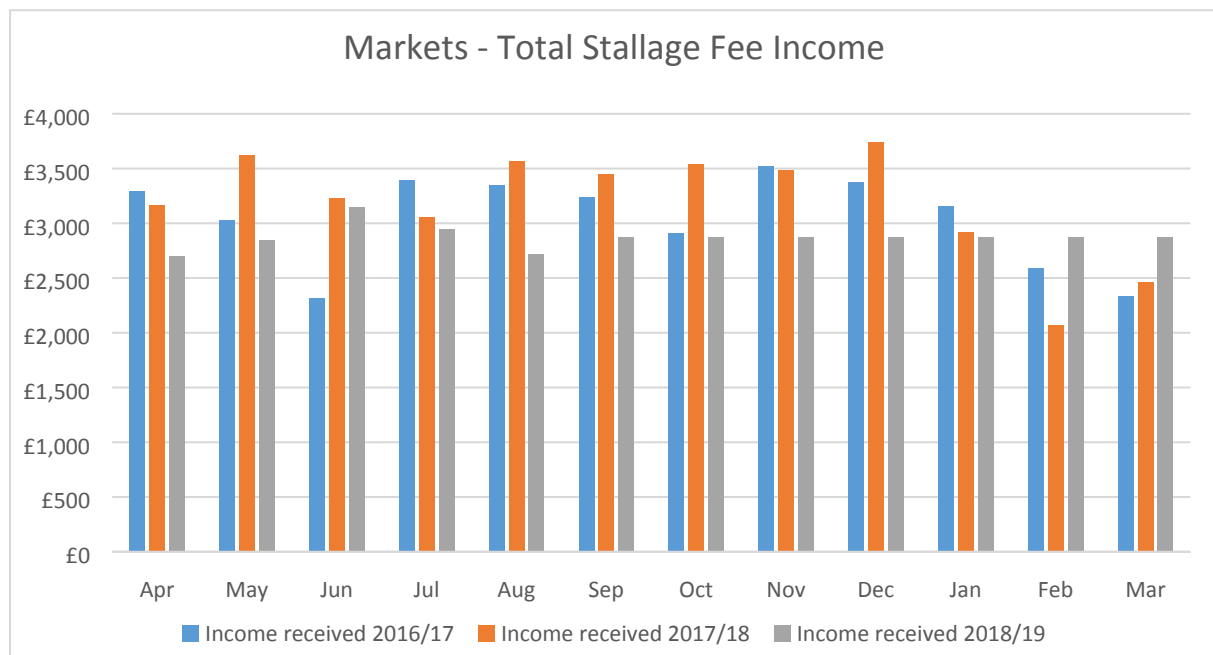
Traders pay their stall fees by monthly invoice and there is no longer a cash collection of rents on market days, however a new electronic method is currently being introduced.

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.

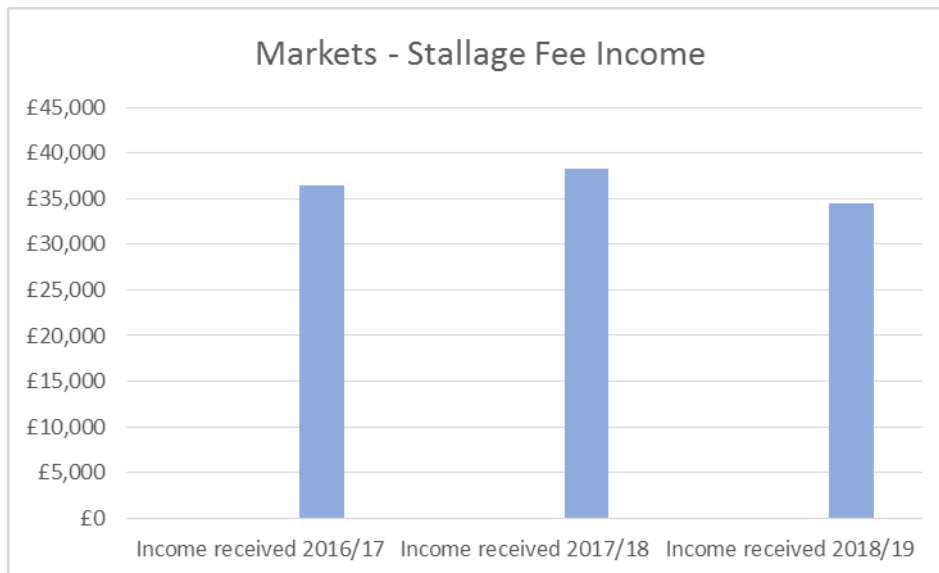
The market is now subject to review and future delivery options are currently being considered by the Council's Prosperous Communities Committee.

2. Prior years analysis, current financial year projections

The graph below illustrates the actual income that has been received over the last three financial year split over months. 2018/19 figures are actuals April to August, with estimates to year end.



Total income received year on year is illustrated below, 2018/19 figures are actuals April to August, with estimates for September to March. (There was impact on income from the adverse weather conditions of 2016/17 with a number of markets being cancelled).



3. Pricing

As outlined above, current trader payment arrangements are via monthly invoice and there is no longer a cash collection of rents on market days. Registered Traders are entitled to 4 weeks annual leave per year, which is deducted from their monthly invoice total.

As the service is currently under review we are not proposing any amendments to fees and charges. If as part of the review the fees and charges are revised we will pick these amendments up and implement the changes.

4. Understanding Customers and Markets

The market has capacity for 91 number of stalls, current levels of occupancy fall significantly short of this level. The number of traders has reduced over the past 3 years and function is currently the subject of an in-depth review by the Prosperous Communities Committee. The aim of this review is to deliver a more efficient and effective service and a range of future delivery options are being considered. It is likely that consultation and further engagement with staff, traders and wider stakeholders will be required as part of this process.

5. Proposed Charges

In light of this ongoing review and given the current decline in numbers, it is proposed to freeze the market stall fees for 2019/20.

6. Recommendation

Members are requested to recommend to Council the charges for 2019/20 as illustrated below;

Prosperous Communities Committee			Markets				
2018/19	Proposed Increase		2019/20	VAT Amount	2019/20 Charge Inc. VAT	VAT Rate	
	% Type	or £					£
Gainsborough Market							
Tuesday Market							
Registered Trader							
1 stall		£16.00		£16.00	£0.00	£16.00	X
2 stalls		£27.00		£27.00	£0.00	£27.00	X
3 stalls		£35.00		£35.00	£0.00	£35.00	X
4 stalls		£43.00		£43.00	£0.00	£43.00	X
5 stalls		£51.00		£51.00	£0.00	£51.00	X
Casual Trader							
1 stall		£17.50		£17.50	£0.00	£17.50	X
2 stalls		£35.00		£35.00	£0.00	£35.00	X
3 stalls		£52.50		£52.50	£0.00	£52.50	X
4 stalls		£70.00		£70.00	£0.00	£70.00	X
5 stalls		£87.50		£87.50	£0.00	£87.50	X
Saturday Market							
Registered Trader							
1 stall		£10.00		£10.00	£0.00	£10.00	X
2 stalls		£20.00		£20.00	£0.00	£20.00	X
3 stalls		£25.00		£25.00	£0.00	£25.00	X
4 stalls		£30.00		£30.00	£0.00	£30.00	X
5 stalls		£35.00		£35.00	£0.00	£35.00	X
Casual Trader							
1 stall		£16.50		£16.50	£0.00	£16.50	X
2 stalls		£33.00		£33.00	£0.00	£33.00	X
3 stalls		£49.50		£49.50	£0.00	£49.50	X
4 stalls		£66.00		£66.00	£0.00	£66.00	X
5 stalls		£82.50		£82.50	£0.00	£82.50	X
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		£23.50	£0.00	£23.50	X
Casual Trader		£25.50		£25.50	£0.00	£25.50	X
Saturday Market							
Registered Trader		£15.00		£15.00	£0.00	£15.00	X
Casual Trader		£20.00		£20.00	£0.00	£20.00	X