

Subject: Review of the Two-Day Market Fees and amendments to Market Policy

Report to: Management Team – 1st October 2019
Policy and Resources Committee – 15th October 2019
Council – 7th November 2019

Report by: Head of Property and Asset Management

RECOMMENDATIONS

Amendment following Policy and Resources 15th October 2019

Two Day Market Fees & Charges

To recommend to Full Council the following:

- January 2019 – April 2020/21 fees and charges for two day Markets. Rate for permanent traders of £0.50 per foot (depth calculations will remain unchanged) with a 50% addition for casual traders.
- Fixed rate daily electricity charge of £3.

1. Introduction

- 1.1 Great Yarmouth Market continues to be recognised as an important part of Great Yarmouth's Town Centre and one of the key priorities for the Council as part of the Town Centre Masterplan and the Future High Street Fund.
- 1.2 This report looks at the fees and charges for the two day market in addition to addressing issues around operational times of the six day market and holiday payments.
- 1.3 The six day market has seen stable occupation over recent years with some vacancies taken up by traders renting stalls rather than purchasing but some stalls have already changed hands through market sale.
- 1.4 Trader numbers on the two day market have reduced this year due to a number of issues including long term traders retiring and casual traders leaving. Overall numbers are clearly significantly down on years past although this is representative of many markets.
- 1.5 Policy and Resources Committee of January 2019 received a report recommending a rate for permanent traders of £1 per foot on the two day market and this was introduced from April 2019.

- 1.6 As part of the Full Council meeting in November 2017 a range of benefits were agreed for both the two and six day traders including: reduced price parking permits, 5% discount for payment in advance or by direct debit and holiday allocation for the equivalent of two weeks per year for both areas of the market.
- 1.7 The Market Policy agreed by Economic Committee in October 2017 mentions the operation of the six day market on Sundays by agreement with the Council this will also be considered as part of this report to provide clear guidance for all traders.

2. Current Position – Two Day Market

- 2.1 The following table presents an average over the last three and a half years in relation to attendance and booked footage:

Two Day Market Occupation levels			
Year	Overall Number of Permanent Traders	Overall Number of Casual Traders	Total footage occupied by permanent traders
2016/17 (prior to rent reduction)	26	16	468
2017/18 (prior to rent reduction)	18	16	428
2017/18 (winter period following rent reduction)	25	18	583
2018/19	23	31	565
2019/20 (April to September)	15	19	417

- 2.2 The current rate for two day traders is £1 per foot for permanent traders and £1.30 per foot for casual traders. We have seen two of our casual traders move over to permanent during this financial year. Number of permanent traders has however reduced with traders retiring.

- 2.4 Below is a table of other local market pricing:

Location	Price per foot
North Walsham	Permanent - £0.85p per foot (no restriction on depth)
Dereham	Permanent – £0.87 per foot plus £2.67 per day electricity Casual - £1.09 per foot plus £2.67 per day electricity
Fakenham	3mx3m pitch - £10
Bury St Edmunds	Permanent - £2.23 per foot plus £3 per day electricity (none catering units) £5 per day (catering units)

- 2.5 Going forward based on evidence above from markets within the Norfolk and Suffolk area the rate of £1 per foot as an all inclusive rate may benefit from a different approach.
- 2.6 Markets charge separately in some cases for electricity, the option would therefore be to mirror this approach to incorporate a reduced footage rate and charge individually for electricity should it be required.
- 2.7 Based on the information above the suggestion would be as follows:
- Permanent Traders £0.50 per foot
 - Casual Traders £0.75p per foot (increase from 30% to 50% additional charge for casual traders)
 - Daily electricity charge £3.00

3. Current Position – Six Day Market

- 3.1 The current six day market rate has reduced by 8% based on the 2016/17 charges. A further 5% reduction can be obtained by traders when paying in advance by direct debit therefore representing an overall 13% reduction.
- 3.2 In addition to the above savings there is the opportunity for traders to claim a holiday allocation which offers a rent free period for the equivalent of up to two weeks per year.
- 3.3 In reviewing fees and charges comparisons have again been taken with the nearest permanent market location. Overall rates remain similar to those of other markets.
- 3.4 Occupation on the six day market continues to be stable and interest in pop-up facilities has increased in recent months with the opportunity to use additional space produced through the removal of two units which were beyond their useful life. During 2016/17 the occupation rate was 86% (31 of 36 stalls occupied) this then increased to 92% (33 of 36 stalls occupied) and is currently 91% (31 of 34 stalls occupied) with two of the 31 occupied stalls taken on a rental rather than ownership basis.

4. FINANCIAL AND RISK IMPLICATIONS

- 4.1 There are financial implications in relation to the two day market proposals and they are detailed below.
- 4.2 The proposed changes in relation to the two day market rate would result in an annual loss to the Council of £32k an element of this cost may be able to be mitigated by additional stall holders and the use of pop-up stalls in the six day market area although this cannot be guaranteed.

- 4.3 The current footage in use by traders of the two-day market is considerably less than the budgeted footage, there may be an additional budgetary impact should additional usage not be forthcoming.
- 4.4 Inclusion of Sunday trading is not suggested to generate additional income however will enable the traders to benefit from additional opening hours at no additional charge should they wish.
- 4.5 At a time when the Council is facing funding reductions and future budget gaps where there are forecast to be reductions in income and/or expenditure growth options to mitigate these need to be considered. Based on the assumed reduction of income of £32k per annum there would need to be an increase in the number of stall holders and use of pop-up stalls to offset the impact to the revenue account. The actual number of increased stall holders will depend on the size of the stalls, as an example an average of 20 foot stalls would require an additional 10 stall holders per week to offset the reduction of income. With a reduced stall frontage the numbers would need to be greater. The overall impact to the revenue account will be monitored to understand the impact of the reduction in fees.

5. CONCLUSIONS AND RECOMMENDATIONS

- 5.1 That the Committee considers the content of this report and recommends to Full Council the Fees and Charges for the two-day market from January 2020 to March 2021.

Recommendation for Two Day Market Fees & Charges

To recommend to Full Council the following:

- January 2020 – March 21 fees and charges for two day Markets a year-round rate for permanent traders of £0.50 per foot (depth calculations will remain unchanged) with a 50% addition for casual traders.
- Fixed rate daily electricity charge of £3 if required.

Area for consideration	Comment
Monitoring Officer Consultation:	
Section 151 Officer Consultation:	Considered
Existing Council Policies:	Considered
Financial Implications:	Considered
Legal Implications (including human rights):	No
Risk Implications:	N/A
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A