



**GREAT YARMOUTH**  
BOROUGH COUNCIL

# Economic Development Committee

**Date:** Monday, 07 January 2019  
**Time:** 18:30  
**Venue:** Supper Room  
**Address:** Town Hall, Hall Plain, Great Yarmouth, NR30 2QF

## AGENDA

Open to Public and Press

### **1 APOLOGIES FOR ABSENCE**

To receive any apologies for absence.

### **2 DECLARATIONS OF INTEREST**

You have a Disclosable Pecuniary Interest in a matter to be discussed if it relates to something on your Register of Interests form. You must declare the interest and leave the room while the matter is dealt with.

You have a Personal Interest in a matter to be discussed if it affects

- your well being or financial position
- that of your family or close friends
- that of a club or society in which you have a management role
- that of another public body of which you are a member to a greater extent than others in your ward.

You must declare a personal interest but can speak and vote on the matter.

Whenever you declare an interest you must say why the interest

arises, so that it can be included in the minutes.

**3     MINUTES**

**4 - 9**

To confirm the minutes of the meeting held on the 19 November 2018.

**4     FORWARD PLAN**

**10 - 10**

Report attached.

**5     ABELLIO GREATER ANGLIA / WHERRY LINE**

To be discussed at the meeting. Representatives from Abellio Greater Anglia and Wherry Lines will be in attendance at the meeting.

**6     PROVISION OF RAPID VEHICLE ELECTRIC CHARGE POINTS**

**11 - 19**

Report attached.

**7     REVIEW OF THE SIX DAY AND TWO DAY MARKET PLACE  
FEES AND CHARGES**

**20 - 26**

Report attached.

**8     HALL QUAY PLANNING BRIEF - VERBAL UPDATE**

A verbal update to be presented at the meeting.

**9     ANY OTHER BUSINESS**

To consider any other business as may be determined by the Chairman of the meeting as being of sufficient urgency to warrant consideration.

**10    EXCLUSION OF PUBLIC**

In the event of the Committee wishing to exclude the public from the meeting, the following resolution will be moved:-

"That under Section 100(A)(4) of the Local Government Act 1972, the public be excluded from the meeting for the following item of business on the grounds that it involved the likely disclosure of exempt information as defined in paragraph 1 of Part I of Schedule 12(A) of the said Act."

# Economic Development Committee

## Minutes

Monday, 19 November 2018 at 18:30

Present :

Councillor B Coleman (in the Chair); Councillors G Carpenter, P Carpenter, C Cordiner-Acenbach, Grant, Hammond, Hanton, Jeal, Lawn, Wainwright and Walker.

Councillor Annison attended as substitute for Councillor Bird

Councillor Robinson-Payne attended as substitute for Councillor T Wright

Also in attendance :

Mr D Glason (Development Director); Mr A Nicholls (Head of Planning and Growth), Mrs M Burdett (Head of Inward Investment); Mrs P Boyce (Head of IT, Marketing and Communications); Mr S Best (Regeneration and Funding Manager); and Mrs S Wintle (Member Services Officer)

### **1 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Bird and Robinson-Payne.

## **2 DECLARATIONS OF INTEREST**

There were no declarations of interest declared at the meeting.

## **3 MINUTES**

The minutes of the meeting held on the 8 October were confirmed.

Councillor Jeal asked in relation to the update he had asked for at the last meeting in respect of the reduction in the market fees. It was agreed that this item has been added to the Forward Plan for a report to be brought back to the Committee in January 2019.

Councillor P Carpenter asked in relation to item 6 where it had been suggested that officers raised Member concerns with English Heritage, it was advised that the concerns had been raised with English Heritage.

## **4 FORWARD PLAN**

RESOLVED :

(1) The contents of the Forward Plan for the Economic Development Committee be noted.

(2) That items in relation to Abellio Greater Anglia / Wherry Lines improvement and the 2 day Market Place fee reduction update be added to the Forward Plan for January 2019.

## **5 BREXIT AND GREAT YARMOUTH DOCUMENT**

The Committee received and considered the Regeneration and Funding Manager's report which provided Members with background to the draft Brexit and Great Yarmouth document which had been compiled by Officers of the Council.

Councillor Jeal stated that in his opinion the document should be sent to all Members of the Council in light of its importance.

Members discussed the article that had recently been published within the local press, the Chairman raised concern in respect of what had been written in that he felt not a single positive word had been published. He then referred to a number of positive points within the report and that in his opinion the document had been well constructed. Councillor Wainwright disagreed with the comments made and stated that he felt the report published by the local newspaper had been fairly written and in his opinion there was a need for

people to be aware and understand the potential impact, he advised that he had spoken to a number of local construction companies who had also raised their concerns in relation to the potential impact, Councillor Wainwright further stated that he felt there were no positives for the businesses within Great Yarmouth in the deal being proposed.

Councillor Achenbach made reference to a number of points within the document particularly in relation to skills and further education where it had been noted that the borough had been ranked bottom out of 326 local authority areas and asked how this would be included within the document. She also raised concern in that agriculture had not been mentioned within the document in light of the Borough's large agriculture industry.

The Head of Inward Investment advised of a Shared Prosperity Fund which was being introduced, she reported that this would be a replacement to EU funding. She also advised that the document could be amended to reflect the concerns raised with regard to agriculture not featuring within the document.

RESOLVED :

That adoption of the Great Yarmouth & Brexit focused document be endorsed as a living document to be updated periodically to reflect developments.

## **6 TOURISM AND CULTURE STRATEGY UPDATE**

The Committee received and considered the Strategic Director and Head of IT Marketing and Communications report which provided members with an update of progress on the development of a new Tourism and Culture Strategy for the Borough and in doing so, asked Members to resolve to a number of additional developmental steps being taken with an amended timeline for the completion of the work to April 2019. The report asked Members to also consider the allocation of £20,000 from the Council's special projects reserve funding.

Members agreed that there was a need for the word ' Heritage ' to be added to the title of Tourism and Culture Strategy to read Tourism, Heritage and Culture Strategy.

The Head of IT Marketing and Communications reported that a stakeholder workshop had been held which had included three facilitated session and provided an opportunity for everyone to participate and have their thoughts recorded. Members were advised that the clear message from the Stakeholder workshops was that there is a wealth of interest and excitement from local partners to articulate what it is Great Yarmouth and what the area wants to be known for.

In discussing the report the following matters were raised :-

- Broads Authority involvement
- The need for one place, one vision
- Reference was made to Coastal Communities funding
- Some concern was raised in relation to the previous Strategy that had been proposed and never developed or published and the likelihood of this happening again. The Head of IT Marketing and Communications reported that the current Tourism Strategy was coming to an end, and the current Culture Strategy remained a living document, however it was hoped that by collating the two current strategies a deliverable strategy could be achieved.
- The need for a focus on heritage as well as culture and tourism
- The need for linked in projects, reference was made to the Venetian Waterways project
- Concern was raised in that the Strategy only focused on the Town itself and not the whole of the Borough, Members agreed there was a need to include Greater Yarmouth

#### RESOLVED :

That approval be given to the number of additional developmental steps as proposed within the Strategic Director and Head of IT, Marketing and Communication's report with an amended timetable for the completion of the work to April 2019.

## **7 NALEP - GROWTH DEAL**

The Committee received a presentation from the Development Director on the New Anglia Local Enterprise Partnership latest funding position, highlighting Great Yarmouth's position.

The presentation detailed the following Growth Deal funded schemes :-

- Great Yarmouth Third River Crossing
- River Yare tidal flood defences
- Rail station public realm improvements
- Great Yarmouth Transport package
- Proserv Building, Beacon Park
- Venetian Waterways
- East Coast College Energy Skills Centre
- Great Yarmouth & Lowestoft Enterprise Zone

Members were also advised on the Borough's take-up of New Anglia LEP's / Business Grants, notably Small Grant Scheme statistics and the Growing Business Fund for the period of August 2016 - September 2018.

Councillor Wainwright commented that he was pleased to see that funding was being allocated to Great Yarmouth, and asked whether a breakdown of funds being generated into Great Yarmouth could be provided from 2012. The Development Director advised that he would request this

information.

**8 BEACON BUSINESS PARK EXTENSION MASTERPLAN & FURTHER FEASIBILITY WORK**

The Committee considered the Head of Planning and Growth and Development Director's report. Members received and discussed the detailed presentation on the proposed Beacon Business Park Extension Masterplan and further feasibility works.

RESOLVED :

(1) That the principle and detail of the Masterplan be endorsed.

(2) That further committed detailed feasibility work for the extension to Beacon Business Park be endorsed.

**9 ECONOMIC DEVELOPMENT - QUARTER 2 PERFORMANCE REPORT 2018-19**

The Committee considered the Development Director's report which provided Members with an update on current performance of Economic Development Committee measures for the second quarter of 2018/19 (July- Sept) where positive progress is being made against targets which are set at the start of the financial year.

RESOLVED :

All measures to be monitored during the next quarter.

**10 TOWN CENTRE MASTERPLAN MEMBERS WORKING GROUP MINUTES**

RESOLVED :

That the minutes of the Great Yarmouth Town Centre Masterplan Members Working Group of the 8 October 2018 be noted.

**11 GREAT YARMOUTH TRANSPORT AND INFRASTRUCTURE STEERING GROUP MINUTES**

RESOLVED :

That the minutes of the Great Yarmouth Transport and Infrastructure Steering Group of the 26 September 2018 be noted.



The meeting ended at: 20:30

### Forward Plan for Economic Development Committee

	Matter for Decision	Report by	Pre Agenda Meeting (PAM)	Economic Development	Policy & Resources	Council
1	Abellio Greater Anglia/Wherry Line	Head of Growth & Planning	20/12/18	07/01/19		
2	Hall Quay Planning Brief - Verbal Update	Development Director	20/12/18	07/01/19		
3	Rapid Electric Recharge Point Report	Head of Customer Services	20/12/18	07/01/19		19/02/19
4	Review of Six Day and Two Day Market Fees and Charges	Head of Property and Asset Management	20/12/18	07/01/19	10/01/19	
5	Great Yarmouth Transport Strategy	Development Director	08/02/19	18/02/19		
6	GYTABIA BID Renewal	Head of IT, Communications and Marketing	08/02/19	18/02/19		
7	Offshore Energy Update	Development Director	08/02/19	18/02/19		
8	Quarter 3 Performance Report	Development Director	08/02/19	18/02/19		
9	Annual Performance Report	Development Director	05/07/19	15/07/19		

Subject: Provision of Rapid Vehicle Electric Charge Points

Report to: ELT 17<sup>th</sup> December 2018  
Economic Development Committee 7<sup>th</sup> January 2019  
Full Council 19<sup>th</sup> February 2019

Report by: Miranda Lee Head of Customer Services

#### **SUBJECT MATTER/RECOMMENDATIONS**

This is a briefing report to provide an update Members in relation to the implementation of Rapid Vehicle Electric Charge Point within Great Yarmouth.

#### **RECOMMENDATIONS**

Members are asked to note the update on progress for provision of a Rapid Vehicle Electric Charge Point on Fullers Hill Car Park, and to endorse the recommendation at 6.1 of the report for the charging model and fee for usage of 30p per kWh used, to be approved by Council

## **1. INTRODUCTION**

- 1.1 In 2017 Great Yarmouth Borough Council was invited to join a consortium of Local Authorities in the Eastern Region to bid for funding from a new grant introduced by Highways England for the provision of Rapid Electric Vehicle Charge Points forming part of the Highways aim under the Road Investment Strategy 2015/16 – 2019/20 Road Period.
- 1.2 The Management & Executive Leadership Team granted permission to join the consortium on the 7<sup>th</sup> August 2017. A further report on the 21<sup>st</sup> February 2018 gave an update on the consortiums Eastern Region bid for funding and the decision was made to proceed with the recommended location of Fullers Hill Car Park.
- 1.3 A report to Economic Development Committee 3<sup>rd</sup> April 2018 gave an update on progress to date with a view to a further report being presented for Members including project implantation dates and recommendations on the fee to be charged for this service provision.

## **2. BACKGROUND**

- 2.1 Under the Highways England strategy there is an aim of ensuring that 95% of the strategic road network will have a charging point ever 20 miles. Wherever possible these will be rapid charging points that can charge a battery powered electric vehicle to 80% power in under 30 minutes.

This is intended to support the uptake of electric vehicles and their use with the overall effect of reductions in carbon emissions from vehicles on our roads. Specifically new charge points will;

- Expand the public charging infrastructure available to users on our road networks
- Alleviate range anxiety by giving electric vehicle users confidence that public charging points exist at regular intervals across the whole of the strategic road network
- Benefit the communities in which new charge points are available providing additional quick recharging facility for local electric vehicle users

### 3. **PROGRESS TO DATE**

- 3.1 The initial bid and project was led and managed by Babergh & Mid Suffolk Council with the participating councils supporting. A tender exercise has been undertaken within recent months and UK Power Networks have completed the necessary investigations and survey of proposed locations and accessible power. Please refer to **Appendix A** which shows the location of the electric charging point on the Fullers Hill car Park.
- 3.2 The preferred supplier, SWARCO, has now been selected and the rapid recharge unit specification is now available. Advice has been sought and confirmed that Planning Permission is not a requirement.
- 3.3 It has also been confirmed that Business Rates will not apply under current regulations due to the 'green' nature of this provision.
- 3.4 Civil works are about to commence to prepare the foundations and power supply to the location of where the Recharge unit will be placed.
- 3.5 Installation is due to be completed and the recharge facility operational by the end of March 2019.

#### 4. **FINANCIAL IMPLICATIONS**

- 4.1 The additional funding provided of £2,000 is sufficient to cover the operation and running costs including the management payments and software and repairs and maintenance for 4 years which is approximately £450 per year. Ongoing the income generated from providing this facility will continue to cover the running costs of this facility as well as providing an income stream for the Council.
- 4.2 There are further income generating opportunities by way of advertising and sponsorship of this environmentally friendly facility within the town.
- 4.3 There are a number of models on how and what fee would be reasonable to charge. These range from having;
- a set flat fee for use, regardless of how much power used
  - a connection fee plus a charge per actual kWh used
  - a charge per actual kWh used only

**Appendix B** provides existing charging models for locations within the eastern region.

In discussions with members of the overall project and SWARCO the chosen supplier, based on experience drivers prefer a charge per actual kWh used.

Although still to be confirmed by 'Good Energy', the electricity charge is likely to be between 13p and 15p per kWh.

#### 4.4 **Proposed charging model and fee**

It is proposed to operate with a charge per actual kWh in the sum of £0.30p per kWh. This is inclusive of VAT and is an average of the charges currently in place within the eastern region.

For reference **Appendix C** gives an indication of popular electric vehicles, charge rate and time and total charge cost based on a 30p per kWh used.

- 4.5 Customers will be able to pay at the charge point by debit/credit card or sign up/already have an account widely used amongst the electric vehicle charge point networks.
- 4.6 It is further proposed to review this fee after a period of 6 months once the take up has started to grow and we the council has an understanding of the

demand for this service. Potentially the council may wish to consider an increase on this fee.

## 5. RISK IMPLICATIONS

- 5.1 This is one off funding for the implementation of the first rapid recharge point within the town and borough. The speed of take up and demand for this facility is yet to be determined, however the electric/hybrid vehicle industry is growing and there are a number of initiatives in place to encourage more people to opt for this type of vehicle.

With the Government also funding an increase in charge points across the UK highways network, we can safely assume this industry and popularity with drivers will continue to rise.

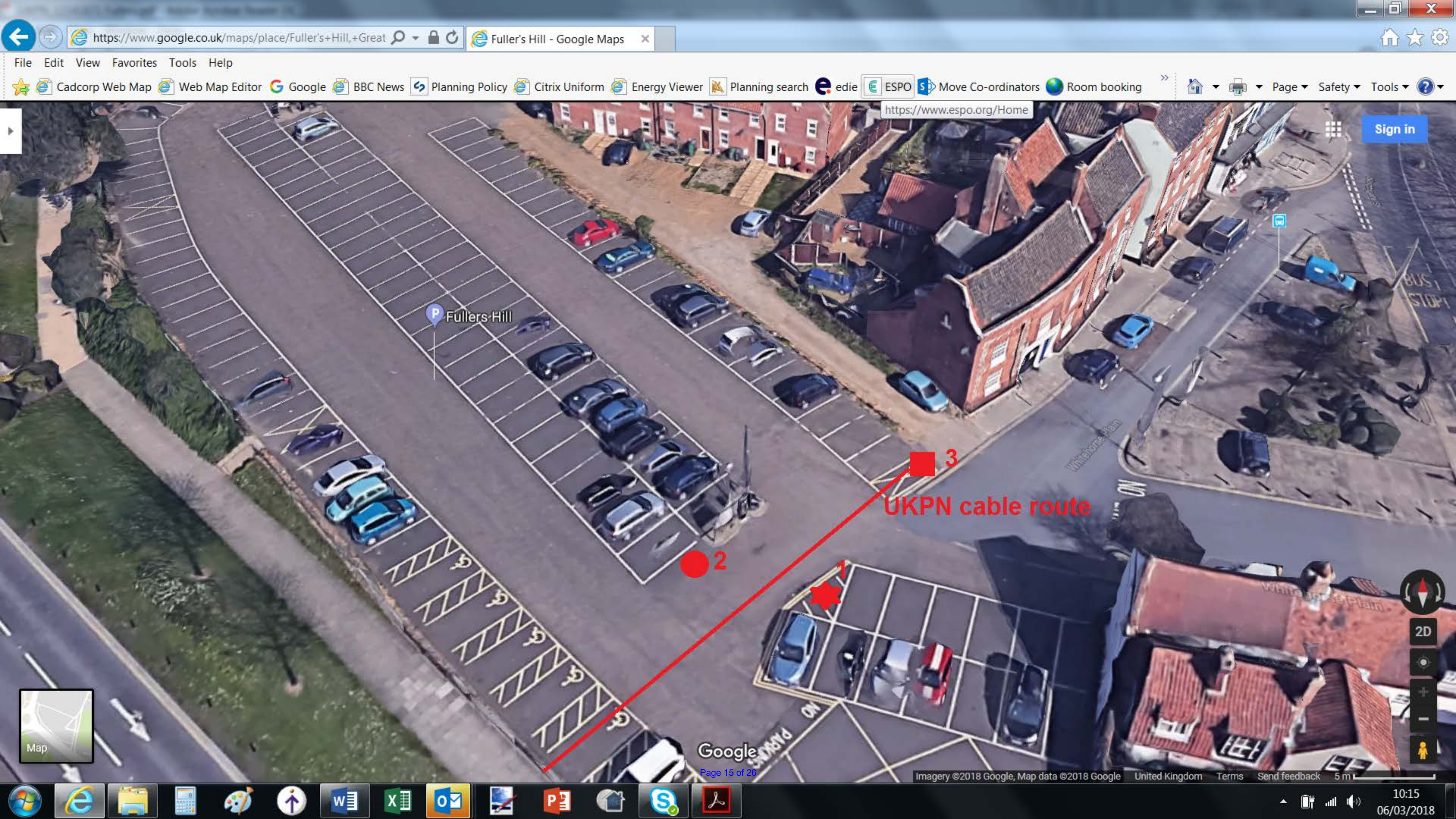
## 6. RECOMMENDATIONS

- 6.1 Members are asked to endorse the proposed charging model and fee as set out in Section 4.4 of this report.

*Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?*

Area for consideration	Comment
Monitoring Officer Consultation:	
Section 151 Officer Consultation:	<b>Yes</b>
Existing Council Policies:	<b>Yes</b>
Financial Implications:	Yes as outlined
Legal Implications (including human rights):	Yes
Risk Implications:	Minimal
Equality Issues/EQIA assessment:	
Crime & Disorder:	
Every Child Matters:	







Rapid chargers as per zap map 17/9/18

		p per kwh	minimum £
St James Car park	Kings lynn	25 £	0.25
Central car park	Hunstanton	25 £	2.50
Lidl	Norwich	0 £	-
A14 south	Newmarket	30 £	-
Ortongate shopping centre	Peterborough	n/a	£ 4.00
A1M j17	Peterborough	30 £	-
A14/M11	Cambridge	30 £	-
Cambridge Belfy Hotel	Cambridge	10.8 £	6.00
Garden Court Hotel	Sandy	10.8 £	-
A1m J10	Baldock	30 £	-
Mercure Letchworth Hall Hotel	Letchworth Garden City	10.8 £	6.00
Lord Butler Leisure centre	Saffron Walden	30 £	1.50
The Cricketers	Clavering	10.8 £	1.20
M11 Birchanger Services	Bishops Stortford	30 £	-
George Yard Car Park	Braintree	30 £	1.50
Novotel Ipswich	Ipswich	10.8 £	1.20
A12 south Euro Garages	Capel St Mary	30 £	-
A12 north	Capel St Mary	30 £	-
Holiday Inn Express colchester	Colchester	10.8 £	-
Colchester United	Colchester	n/a	£ 5.00
Lifehouse Spa	Clacton on Sea	10.8 £	6.00
A12 Riven Hall Starbucks	Rivenhall	30 £	-
Lidl Maldon	Maldon	0 £	-
De Rougemont Manor	Great Warley	10.8 £	6.00
	Miton Keynes	10.8 £	6.00



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connection

0

0

0

0 15 for ecotricity customers

0

0 15 for ecotricity customers

0 15 for ecotricity customers

1.2 30 mins for £6

0

0 15 for ecotricity customers

1.2 30 mins for £6

0

0

0 15 for ecotricity customers

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0 15 for ecotricity customers

0 16 for ecotricity customers

0

0

1.2 30 mins for £6

0 15 for ecotricity customers

0

1.2 30 mins for £6

1.2 30 mins for £6

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## Comparison of electric vehicle charge costs

Using a Rapid Charge Point - 50kW

Assuming battery charge at start is 20% and battery charged to 80% at end

**Assuming no connection fee and a cost of 30p per kWh**

Make	Model	Model description	Charge Time (mins)	kWh added	Miles added	Total Cost of charge (£)
Nissan	Leaf	2.Zero 40kWh Auto	29	24	113	£7.20
Tesla	Model S	75D Dualmotor 75 kWh AWD Auto	54	45	146	£13.50
Renault	Zoe	Rapid Charge 65kWh Auto	34	25	110	£7.38
Peugeot	Ion	47kWh Auto	12	10	44	£2.88
Citroen	C-Zero	High Line 47kWh Auto	12	10	44	£2.88
Jaguar	I-PACE	EV400 First Edition 90 kWh 400PS Auto	61	54	143	£16.20

**Subject: Review of the Six Day and Two Day Market Place Fees and Charges**

Report to: Management Team - 10<sup>th</sup> December 2018  
Economic Development Committee – 7<sup>th</sup> January 2019  
Policy and Resources Committee – 10<sup>th</sup> January 2019

Report by: Jane Beck, Head of Property and Asset Management

### **RECOMMENDATIONS**

That the Committee considers the content of this report and recommends to Full Council the Fees and Charges 2019/20.

#### **Recommendation for Two Day Market Fees & Charges**

1. To recommend to Full Council 2019/20 fees and charges for two day Markets a year round rate of £1.00 per foot (depth calculations will remain unchanged).
2. To continue with the existing 50p per foot rate through to 31<sup>st</sup> March 2019.

#### **Recommendations for Six Day Market Fees and Charges**

3. To maintain current fees in relation to the six day market.
4. To recommend to Council Fees and Charges as per attached schedule.

## **1. Introduction**

- 1.1 Great Yarmouth Market is 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.
- 1.2 This report is broken down into the two areas of the market covering both the two and the six day markets.
- 1.3 Over the years trader numbers on the two day market have been reducing one of the reasons for this was thought to be in relation to the excessively high fees and charges. The average rate per foot prior to 1<sup>st</sup> October 2017 was £1.64.
- 1.4 Policy and Resources Committee of October 2017 received a report suggesting a reduces rate per foot on the two day market of £1.00 this was then reduced further with the support of Town Centre Initiative funding to 50p per foot. In November 2017 Full Council approved the reduced rate for the two day market of 50p per foot from 1<sup>st</sup> October 2017 for a 12 month period with the subsequent fees and charges schedule detailing the reduction through to 31<sup>st</sup> March 2019.

- 1.5 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, holiday allocation for the equivalent of two weeks per year for both areas of the market.
- 1.6 As part of the fees and charges report 2018/19 reductions were proposed for the the six day market. These reductions equated to 5% on the previous year this together with the 5% direct debit reduction gave traders the opportunity to reduce rents by 10% on previous years rates together with the opportunity to take a two week rent free period.
- 1.7 For clarity the rents for both the two and six day markets from 2016/17 through to 2018/19 are attached at appendix 1.

## 2. Current Position – Two Day Market

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

<b>Two Day Market Occupation levels</b>			
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

- 2.2 The current rate for two day traders is 50p per foot for permanent traders and 65p per foot for casual traders, as can be seen by the above table casual traders have increased over the period with the difference of 15p not being significant enough for traders to be encouraged to become permanent. The current addition for casual traders represents a 30% increase.
- 2.4 The 50p per foot rate was introduced to offer the opportunity to reinvigorate the market and increase trader numbers. Having now been operating this significantly lower rate for more than 12 months it is clear that interest in the market is remaining stable and casual traders are increasing but this is not resulting in permanent additions to the Market.

- 2.5 The comparable evidence at the time of the report in 2017 identified a rate of £1.00 per foot and £1.30 for casuals based on charges within the East Anglia area. Rates have not changed since this report.
- 2.6 The 50p per foot rate was funded by the Town Centre Initiative, this funding has now come to an end therefore this report seeks authority to continue with this rate through to 31<sup>st</sup> March 2019 and return to the original proposal of £1.00 per foot from 1<sup>st</sup> April 2019 in line with other local markets.
- 2.7 The National Market Trader Federation provided the following statement for submission as part of this report:

“Early in 2017 the NMTF worked with Great Yarmouth Borough Council and the Great Yarmouth NMTF Group to help facilitate discussions over the proposed rent increase at the time. The two day traders submitted their thoughts on the proposal which was openly received and reviewed by the council and thanks to Jane Beck and council members, it was seen how the original proposals at the time would have been a detriment to the market. We were glad to see an agreement was reached which worked for both parties.

I am aware that this matter is being reviewed once again and I would encourage you to consider the proposal submitted by the Head of Property and Asset Management – the recommendations within are in line with the suggestions put forward by the traders last year and the NMTF still agrees that these are reasonable rent charges for Great Yarmouth two day market.

It has already been evidenced that the changes to the rents last year have worked; it has attracted more casual traders to Great Yarmouth Market and whilst they may not yet be permanent traders it is not to say they will not be in future, which will only benefit the council further with an increase in income and most importantly, a fuller market. We are glad to put our support behind this document and believe the recommendations to truly be for the benefit of the market.”

### **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 also now 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 this report details, for information and comparison, the current charges on another local fixed market. There is however a number of differences between Great Yarmouth and others but calculations have been undertaken to compare charges as much as possible with Great Yarmouth:

Great Yarmouth			Norfolk based fixed market
Four rates based on the type of goods sold			Stall sizes 3m x 2.4m and charges in relation to location within the market – prices range from
		Pricing including further 5% payment discount	
Hot Food 1	£685.50pm	£652.22	*Stall charges including service charge from £403pm to £822pm (VAT will be charged in addition to the above on some types of stall).
Hot Food 2	£648.40pm	£615.98	
Dry Goods	£509.50pm	£484.02	
Groceries	£473.50pm	£449.83	

\*Note: Average Great Yarmouth stall is larger and therefore pricing has been multiplied by 1.5 for equivalent average area 4.5m x 3.6m).

- 3.4 The above chart is used as a comparison to the Great Yarmouth charging. As is clear it is difficult to compare like with like in relation to markets as for example: sizing, pricing structure, types of goods sold, inclusion of service charging and VAT rules differ significantly.
- 3.5 Based on chart at 3.3 it identifies that Great Yarmouth charging is currently broadly in line with others.
- 3.6 Occupation on the six day market has increased in recent months. During 2016/17 the occupation rate was 86% (31 of 36 stalls occupied) this has now increased to 92% (33 of 36 stalls occupied) with two of the 36 stalls now occupied on a rental rather than ownership basis.

#### 4. FINANCIAL AND RISK IMPLICATIONS

- 4.1 The anticipated income for 2018/19 based on the 50p per foot charge will be £42,438 with funding from the Town Centre Initiative making up £14,144 this income. The budget in relation to the two day market has been revised for the 2018/19 financial year in relation to the revised charges.
- 4.2 Should the 50p per foot charge be extended until 31<sup>st</sup> March 2019 there will be a budget shortfall of £14,144 for October 2018 to March 2019 which will need to be reflected in the updated budget monitoring position for the current financial

year. The report highlighted an increase in the number of casual traders, this is expected to achieve an additional £1,500 income in the current year which will mitigate some of the shortfall in income. The six day market income is currently in line with budget projections.

- 4.3 The tables below identify the two day market budget position for 2018/19 and the forecast for 2019/20.

<b>2018-19</b>	<b>Current Base Budget</b>	<b>Revised Base Budget</b>	<b>Reduction in Base Budget</b>
<b>Summer Charge</b>			
Cost per foot £	1.00	0.50	0.50
Cost per foot per day (minimum 10 ft ) £	10.00	5.00	5.00
Maximum number of days occupancy	49.50	49.50	49.50
Total number of stalls	57.15	57.15	57.15
<b>Total Summer Charges £</b>	<b>28,289</b>	<b>14,145</b>	<b>14,144</b>
<b>Winter Charge</b>			
Cost per foot	1.00	0.50	0.00
Cost per foot per day (minimum 10 ft )	10.00	5.00	0.00
Maximum number of days occupancy	49.50	49.50	0.00
Total number of stalls	57.15	57.15	0.00
<b>Total Summer Charges</b>	<b>28,289</b>	<b>28,289</b>	<b>0,000</b>
<b>Totals for 2018-19:</b>	<b>56,578</b>	<b>28,290</b>	<b>(14,144)</b>

<b>2019-20</b>	<b>Current Base Budget</b>	<b>Revised Base Budget</b>	<b>Reduction in Base Budget</b>
<b>Summer Charge</b>			
Cost per foot	1.00	0.50	0.50
Cost per foot per day (minimum 10 ft )	10.00	5.00	5.00
Maximum number of days occupancy	49.50	49.50	49.50
Total number of stalls	57.15	57.15	57.15
<b>Total Summer Charges</b>	<b>28,289</b>	<b>14,145</b>	<b>14,144</b>
<b>Winter Charge</b>			
Cost per foot	1.00	0.50	0.50
Cost per foot per day (minimum 10 ft )	10.00	5.00	5.00
Maximum number of days occupancy	49.50	49.50	49.50
Total number of stalls	57.15	57.15	57.15
<b>Total Summer Charges</b>	<b>28,289</b>	<b>14,145</b>	<b>14,144</b>
<b>Totals for 2019-20:</b>	<b>56,578</b>	<b>28,290</b>	<b>(28,288)</b>



- 4.4 There are risks associated with the increase in relation to the two day market although the original report identified the £1.00 per foot rate as being in line with other local markets there still remains a risk that the impact of the change will see numbers of stalls reduce further.
- 4.5 If the 50p per foot rate were to continue through 2019/20 this would create an estimated income deficit of £28,288. It is not possible to fund any of this shortfall from alternative sources and would therefore be unfunded in the budget.

## **5. CONCLUSIONS AND RECOMMENDATIONS**

- 5.1 That the Committee considers the content of this report and recommends to Full Council the Fees and Charges 2019/20.

### **Recommendation for Two Day Market Fees & Charges**

1. To recommend to Full Council 2019/20 fees and charges for two day Markets a year round rate of £1.00 per foot (depth calculations will remain unchanged).
2. To continue with the existing 50p per foot rate through to 31<sup>st</sup> March 2019.

### **Recommendations for Six Day Market Fees and Charges**

3. To maintain current fees in relation to the six day market.
4. To recommend to Council Fees and Charges as per attached schedule.

<b>Area for consideration</b>	<b>Comment</b>
Monitoring Officer Consultation:	
Section 151 Officer Consultation:	Incorporated
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

# Appendix 1

## Fees & Charges Market 2016/17 to 2018-19

	2016/17 Charges		2017/18 Charges		2017/18 Charges Revised		2018/19 Charges		2018/19 Charges Revised	
	£									
Two Day Market - charges										
	per metre	per foot	per metre	per foot	per metre	per foot	per metre	per foot	per metre	per foot
Summer (April to September)	7.94	2.42	7.74	2.35	1.64	0.50	1.64	0.50	1.64	0.50
Winter (October to March)	3.67	1.12	3.58	1.09						
Casual - Summer (April to September)	11.91	3.63	11.61	3.28	2.13	0.65	2.13	0.65	2.13	0.65
Casual - Winter (October to March)	5.51	1.68	5.37	1.63						
Six Day Market - charges per stall type										
									(5% reduction)	
Hot Food - 1	740.00	Monthly Charge	721.50	Monthly Charge	721.50	Monthly Charge	721.50	Monthly Charge	685.50	Monthly Charge
Groceries	500.00	Monthly Charge	487.50	Monthly Charge	487.50	Monthly Charge	487.50	Monthly Charge	473.50	Monthly Charge
Dry Goods	550.00	Monthly Charge	536.25	Monthly Charge	536.25	Monthly Charge	536.25	Monthly Charge	509.50	Monthly Charge
Hot Food - 2	700.00	Monthly Charge	682.50	Monthly Charge	682.50	Monthly Charge	682.50	Monthly Charge	648.40	Monthly Charge
Friday and Other Markets - charges										
Up to 10 foot/ 3 Metres	10.00	(£1.00 per foot)	10.00	(£1.00 per foot)	10.00	1.00 per foot)	10.00		10.00	
Up to 20 foot/ 6 Metres	20.00	(£1.00 per foot)	20.00	(£1.00 per foot)	20.00	1.00 per foot)	20.00	(based on £1 per foot)	20.00	(based on £1 per foot)
Up to 30 foot/ 9 Metres	30.00	(£1.00 per foot)	30.00	(£1.00 per foot)	30.00	1.00 per foot)	30.00		30.00	
Charity Barrow Fee										
			FREE		FREE		FREE	FREE	FREE	FREE
Craft Barrow Fee										
			10.00 Daily Charge		10.00 Daily Charge		10.00 Daily Charge		10.00 Daily Charge	