

REPORT TO RESOURCES P.D.G.

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REPORT NO: LA0002

DATE: 25th July 2013

TITLE:	Grantham Market - Update	
KEY DECISION OR POLICY FRAMEWORK PROPOSAL:	no	
PORTFOLIO HOLDER: NAME AND DESIGNATION:	Cllr Frances Cartwright Portfolio Holder - Economy	
CONTACT OFFICER:	Susie McCahon 01476 406423	
INITIAL IMPACT ANALYSIS:	Referred to in paragraph (7) below	Full impact assessment Required:
Equality and Diversity	no	
FREEDOM OF INFORMATION ACT:	This report is publicly available via the Your Council and Democracy link on the Council's website: www.southkesteven.gov.uk	
BACKGROUND PAPERS		

1. RECOMMENDATIONS

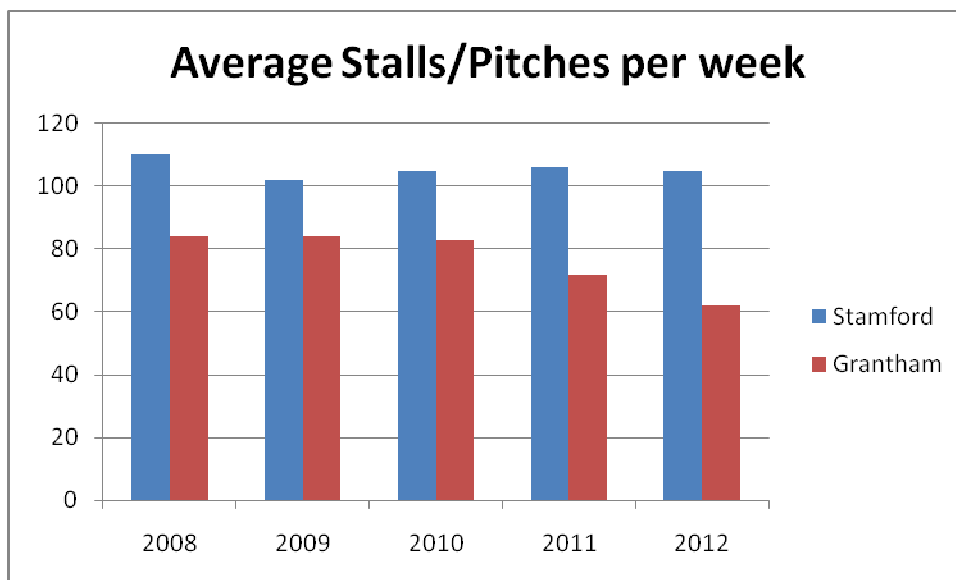
It is recommended that Resources PDG note the contents of this report and support officers to continue to work on delivering the actions within the Market Action Plan in order to attract new and quality traders and raise the profile of the market generally.

2. PURPOSE OF THE REPORT

To update the PDG on the progress of the implementation of the Grantham Market Action Plan.

3. DETAILS OF REPORT

Grantham Market is a historic charter market dating back to the 1700's. The market is a Saturday market selling typical market goods and there is an additional Farmers Market held on a monthly basis. The market has lost a number of traders in recent years. The reasons for this are various and the loss of traders during the Market Place Improvement Works during 2011/12 has never recovered fully. Whilst the economic climate is challenging for businesses generally Grantham Market is faring worse than Stamford and attracts fewer quality traders with diverse offers. The following shows the average number of stalls or pitches occupied per week at Grantham since 2008.



To address these issues an Action Plan was drawn up in conjunction with the Service Manager for Economic Development, this is included as Appendix 'A'. This report summarises progress towards the actions as follows:

Market Research

Currently Economic Development carry out quarterly footfall counts on all of the markets and in addition for special events, eg for the re launch of Grantham Market. Information is collated and analysed in conjunction with Economic Development. Recent surveys indicate that the footfall in Grantham is increasing and compares favourably to similar work carried out in 2011.

Location

Following completion of improvement works in 2012 consultation was carried out with the market traders at the annual AGM. As a result some traders moved from Conduit Lane to Wide Westgate. The market boundary now ends at junction with Welby Street meaning that car parking at the end of Wide Westgate is maintained for public access. Some gaps within current layout are due to access issues with local businesses and emergency access to the George Centre. Predominantly traders still prefer to be located nearer Wide Westgate due to better footfall. However some traders who utilise their vehicles to trade from and store essential stock (this is a paid for service) require the more spacious area in Market Place and top of narrow Westgate.

Regular meetings are held with representatives of the new board of the Market Traders Federation Committee, however no interest was expressed by other traders in joining a forum.

Signage – This is being looked at by Economic Development and the new Economic Development Officer will be tasked to look at new signage for the market area.

Outdoor cafes – Currently there are 3 cafes within the market environs who occupy a pavement area outside their premises.

Environment

Use of stall covers – 50% of traders who use a council market stall are using the covers and the remainder are utilising their own.

New Market Square – Planters installed Summer 2012 to deter vehicles accessing the stone generally. Any trader on this area must also protect the stone.

Consultation

Representation from Economic Development at Grantham Business Club meetings, shop owners generally accepting of new market layout, occasional individual business club members express concern re the positioning of stalls in front of their shops.

Annual questionnaires are issued to all traders. We are currently also designing questionnaire aimed at traders leaving the market to help us better understand the reasons for this.

The next questionnaire to be issued is August 2013 being one year following phase 2 of the improvement works and the final market layout being implemented.

Promotion and Marketing

Events – New Market Area has been advertised as available to community groups etc for display/entertainment during market days. The area has been used throughout 2012/2013 for various events including: Badminton Serve Challenge; music and busking; British Legion Motorbike display; street entertainment; promotions for Grantham College/ Slimming World/ Nissan Motors; School Choir; Charity bike ride promo; Tai Chi demonstration; Carnival starting point. This area continues to be promoted as available for use.

Advertising in Market Traders News for new traders was undertaken in March 2013. Radio advertising and other promotion work was also done as part of Love Your Local Market week in May. To celebrate our participation in this national event entertainment was arranged and an offer was made to new and existing businesses to hire a stall for a discounted £10. There was a particular emphasis on attracting traders with unique and diverse products. The campaign across our 3 markets attracted 10 traders who participated in the fortnight period and 2 traders have remained as a casual trader on Stamford market.

The local branch of the Market Traders Federation Committee are keen to work with SKDC to help improve the market and they also want to get traders involved in increasing footfall. It is generally agreed that the more activity takes place on the market the better it is for traders as customers 'slow down'. However budgets prohibit regular paid for entertainment.

The Graphics Designer within the Communications Team is working on a new look for branding and advertising the markets. This will be used to promote various market activities throughout the year, ie, Farmers and crafts markets, Christmas market etc.

A new starter pack for traders has been launched and is available through the website and a hard copy can be obtained by potential traders upon request. Together with the application forms this offers information on the markets available, fees and charges, and what is required for new businesses such as public liability insurances. In addition we are currently collating details of all traders who want to have their details available on our website with a view to developing the market page. It is envisaged that a map showing the location of trader's stalls will be included with a link to individual company information.

Costs –The rent payable under the terms of a lease from Buckminster estate was renegotiated at the end of 2012/13 and a small reduction was achieved. Stall and pitch hires were not increased for 2013/14 so as to help encourage new traders. We are currently reviewing the waste disposal costs in conjunction with Service Manager for Waste and Refuse. These costs have risen sharply over the last 12 months in line with the Council's other costs for use of waste and recycling facilities for domestic refuse.

Specialist markets – A consultation was carried out with craft traders who currently trade at Stamford some 6 times a year to explore the potential of holding a craft market at Grantham. Disappointingly there was very low interest in this expressed. Stamford craft market numbers have declined generally an average of 15 traders attend the craft markets in Stamford.

4. OTHER OPTIONS CONSIDERED

none

5. RESOURCE IMPLICATIONS

Work to deliver the actions of the Plan is within existing budgets.

6. RISK AND MITIGATION

Risk has been considered as part of this report and any specific high risks are included in the table below:

Category Risk	Action / Controls
Inability to achieve budgeted income for market rents	Detailed within the report and Action Plan

7. ISSUES ARISING FROM IMPACT ANALYSIS

n/a

8. CRIME AND DISORDER IMPLICATIONS

8.1 none

9. COMMENTS OF FINANCIAL SERVICES

9.1 The income of Grantham market has suffered in recent years with the outturn of 2012/13 being £12K lower than budgeted. The budgeted income for 2013/14 has been reduced to reflect the current trading environment and this is regularly monitored to enable remedial action to be taken if income levels begin to reduce below those that are budgeted.

10. COMMENTS OF LEGAL AND DEMOCRATIC SERVICES

10.1 The Council has acquired the right to hold the market in Grantham by virtue of a lease. A rent is to the landlord under the terms of the lease. It is essential the Council does all that it can to ensure that the income received from the market is sufficient to cover its costs of running the market.

11. COMMENTS OF OTHER RELEVANT SERVICES

11.1

12. APPENDICES: A Grantham Market Action Plan - Update