

Item

PROPOSED MARKETS PRICE CHANGES FOR 2018/19 FINANCIAL YEAR



To:

Councillor Rosy Moore, Executive Councillor for Environmental Services and City Centre

Environment Scrutiny Committee

16 January 2018

Report by:

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Wards affected:

Market

Not a Key Decision

1. Executive Summary

- 1.1 Each year the fees and charges of the daily rents and other tariffs incurred by market traders is reviewed. This is done in conjunction with a corporate recommendation regarding any associated annual inflationary adjustment. For 2018/19, the corporate recommended inflationary adjustment factor for fees and charges is a 2% increase.

2. Recommendations

The Executive Councillor is recommended to:

- 2.1 Adopt the price changes for market fees and charges as set out in the table below:

Market/Day/Category	2017/18 Current fees and charges	2018/19 Proposed fees and charges	% increase /decrease
General and Sunday Market			
<i>Monday and Tuesday</i>			
Premium	£19.73	£20.22	+ 2.5%
Standard	£16.32	£10	- 38.7%
<i>Wednesdays, Thursdays and Fridays</i>			
Premium	£19.73	£20.22	+ 2.5%
Standard	£16.32	£16.73	+ 2.5%
<i>Saturdays and Sundays</i>			
Premium	£37.88	£38.83	+ 2.5%
Standard	£31.12	£31.90	+ 2.5%
Hot Food Premium	£7	£7.18	+ 2.5%
Casual Premium	£5	£5	No change
Licence Amendment Fee	£30	£30	No change
Storage	£17.59	£18.03	+ 2.5%
All Saints Gardens Market			
Weekday	£15.16	£15.54	+ 2.5%
Saturday	£32.09	£32.89	+ 2.5%
Direct Debit rebate	4%	4%	No change

3. Background

3.1. In the winter of 2015/16, we undertook a Lean based business review of our Markets service systems and processes. This included a benchmarking of our fees and charges against nine other comparable

regional and national market services. The outcome of the review resulted in minor revisions and a small number of significant changes to the service's annual fees and charges. Given that the annual fees and charges have recently been subjected to rigorous comparative examination and, in view of the 2016/17 paid for pitch performance data (see Appendix A), we see no need to conduct a similar exercise now.

- 3.2 Appendix A demonstrates that on the General & Sunday Market, our Premium pitches continue to perform very well for all days of trading; and our Standard pitches well, between Wednesday and Sunday. Despite having had no price increase since 1 April, 2015, the challenging pitches to fill remain our General & Sunday Market Standard pitches on Mondays and Tuesdays.
- 3.3 To increase the attractiveness of our Standard pitches on Mondays and Tuesdays on the General & Sunday Market, the proposal is to drop the charge to £10 (from £16.32). Our standard pitches on Mondays and Tuesdays account for 104 of the 694 (15%) pitches available on the market each week. To compensate for the associated reduction in income arising from the proposed reduction in charge, we propose applying a marginally higher than corporate recommended inflationary adjustment to the fees for our daily Premium pitches and for our Standard pitches, between Wednesday and Sunday.
- 3.4 The proportion of traders paying by direct debit has increased to 60% since the offer of a rebate at the end of the last financial year was introduced. There is no recommendation to impact further on this. The Licence Amendment Fee was increased by 20% last year and there is no recommendation to increase this further. 'Casual' trading is not as robust as it could be, evidenced by a number of vacancies particularly earlier in the week. There is no recommendation to impact further upon this.

4. Implications

(a) Financial Implications

There are no significant financial implications.

(b) Staffing Implications

There are no staffing implications.

(c) Equality and Poverty Implications

There are no equality or poverty implications

(d) Environmental Implications

There environmental impact rating is 'Nil'

(e) Procurement Implications

There are no procurement implications.

(f) Community Safety Implications

There are no community safety implications.

5. Consultation and communication considerations

Given the proposed marginal above inflation increase and freezing or reduction in fees and charges, no consultation was undertaken traders.

6. Background papers

No background papers were used in the preparation of this report.

7. Appendices

(a) Appendix A – 2016/17 Paid for Pitches Data

8. Inspection of papers

If you have a query on the report, please contact Daniel Ritchie, City Centre Management, Markets & Street Trading Development Manager, tel: 01223 - 457466, email: daniel.ritchie@cambridge.gov.uk.