

Item

PROPOSED REVISIONS TO THE ALL SAINTS GARDENS MARKET TERMS AND CONDITIONS



To:

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

Environment Scrutiny Committee

16 January 2018

Report by:

Daniel Ritchie, City Centre Management, Markets and Street Trading Development Manager

Tel: 01223 - 457466 Email: daniel.ritchie@cambridge.gov.uk

Wards affected:

Market

Not a Key Decision

1. Executive Summary

The All Saints Gardens (ASG) Market Terms & Conditions (T&C) have not been reviewed for at least four years. A number of the proposed revisions remove terminology that is no longer relevant whilst other proposals are aimed at improving the performance of the market. The proposed revisions have been informed by trader focus groups, a trader survey and advice from the National Market Traders Federation and National Association of British Market Authorities regarding best practice, and from 3C Legal.

2. Recommendations

The Executive Councillor is recommended to:

- 2.1 Adopt the proposed changes to the All Saints Gardens (ASG) Market Terms & Conditions (T&C) as set out in Appendix A.

In summary, the main proposed changes to the T&C are as follows:

- 2.2.1 Employing a new process for the allocation of stalls on the Saturday market.
- 2.2.2 Ensuring traders that are licenced to operate on All Saints Gardens market attend regularly.
- 2.2.3 Standardising the various procedures and expectations of all traders that are licenced to operate on Cambridge's markets.

3. Background *Page: 2*

- 3.1. The feedback from the trader's survey (Appendix C) demonstrates that the number of traders attending the market is a substantial concern. There is a great deal of anecdotal evidence that indicates that, when inclement weather is forecast, trader numbers drop significantly. Traders currently indicate that they would like to trade, but if they choose not to, the numbers on the market suffer.
- 3.2 The current system means that once a trader is permitted to operate on the market they do so as and when they choose. The majority trade regularly, though a sizeable minority operates only in the peak of the summer and in the run up to Christmas. The proposed T&C change means that, in future, when a trader requests to trade on the market they are charged at point of confirmation by the 'Markets' team and not on the basis of whether they actually traded or not. Whilst it is acknowledged that the stock of artists and craftspeople is more susceptible to a run on reserves in peak periods, the proposed change also includes the requirement for all traders to operate at least one week in four, so that numbers on the market are maintained and when consideration is given to new applicants selling similar commodities, the 'Markets' team are confident that the commodity will be regularly represented on ASG.
- 3.3 The T&C have also been updated to ensure that all requirements made of our General & Sunday Market traders, that are pertinent to ASG traders, are included in the document.

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

A series of Trader Focus Groups were held in the summer on ASG during the market hours of operation to gather feedback from those that trade. The opportunity to meet at another time, if this was inconvenient, was also provided. An electronic survey was sent to all 46 traders with e-addresses and a hard copy of the same survey sent to the postal addresses of the 1 trader without them. Furthermore, traders received a copy of the proposals on 18th October 2017 for a 33 day consultation period. Of the 47 contacted there were 10 respondents (21.3%). Their comments are included in Appendix D.

6. Background papers

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

7. Appendices

(a) Appendix A – Proposed ASG T&C

(b) Appendix B – Current ASG T&C

(c) Appendix C(i) & Appendix C(ii) – Trader Survey Returns

(d) Appendix D – Trader Consultation Returns

8. Inspection of papers

To inspect the background papers or 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.