



**REPORT of  
DIRECTOR OF CUSTOMERS AND COMMUNITY**

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to  
**COMMUNITY SERVICES COMMITTEE  
23 MAY 2017**

**MARKETS UPDATE**

**1. PURPOSE OF THE REPORT**

1.1 To update Members on current arrangements for Markets within the District and to set out a proposal that deals with future market provision.

**2. RECOMMENDATIONS**

- i) that the Committee notes the update on Market provision;
- ii) that the Committee requests Officers tender for a two year contract for a Maldon Market on a Thursday, and a Saturday Market of three stalls;
- iii) that the Committee requests Officers tender for a two year contract for a Burnham-on-Crouch Market on a Tuesday;
- iv) that subject to (ii) above, Planning Permission is sought for the Maldon Market for the next two years in the Butt Lane Car Park on a Thursday and Saturday as detailed in the report;
- v) that subject to (iii) above, Planning Permission is sought for the Burnham-on-Crouch Market for the next two years in the High Street on a Tuesday as detailed in this report.

**3. AREA FOR DECISION / ACTION**

**3.1 Background**

3.1.1 The Council provides markets in Maldon on a formalised contracted basis. The following table sets out the current arrangements for each market:

<b>Location</b>	<b>Day(s)</b>	<b>Status</b>	<b>End Date</b>
Butt Lane, Maldon	Thursday and Saturday	Contracted	August 2017
Promenade Park, Maldon	Bank Holiday Mondays Only	Contracted	September 2019
High Street, Burnham-on-Crouch	Tuesday	Contracted	August 2017

## 3.2 **Update and Areas for Decision**

### 3.2.1 Butt Lane Car Park Markets

3.2.1.1 The Central Area Planning Committee on August 2016 agreed to the extension for the Maldon Market until 31 August 2017 (Minute Nos. 410 and 411 refers). Planning Permission was granted for a Thursday Market covering approximately 38 parking spaces, and a Saturday Market covering approximately three Spaces.

3.2.1.2 The Thursday Market occupies a leased area of the Butt Lane Car Park covering 38 car parking spaces. Thursday offers a variety of goods and services including;

- jewellery and watch repairs;
- fruit and vegetables;
- stationery;
- domestic items;
- food and sweets
- cleaning products.

The Market has capacity space for approximately 16 stalls but regularly 10 - 12 stalls on a Thursday. However, when the weather is inclement the number of stalls does diminish.

3.2.1.3 The Saturday Market occupies a smaller leased area in the car park covering 3 car parking spaces, with only one regular stall. Stall holders have been attending the Market for many years and have many regular customers. With a smaller leased area of the car park, it releases more parking bays for vehicles.

### 3.2.2 High Street Burnham-on-Crouch

3.2.2.1 The Burnham-on-Crouch weekly Tuesday market has been a success from its outset and is well supported by the local community. Planning permission is in place for the Market until October 2017. A tendering process has been completed and the operator has a contract that coincides with the end of the Planning Permission.

3.2.2.2 The market will require its Planning Permission extended from October 2017, and the contract retendered if it is to continue past this date.

### 3.2.3 Promenade Park Bank Holiday Markets

3.2.3.1 The bank holiday markets continue to be popular and well attended by the public. A new three year contract was put out to tender and the incumbent operator bid was successful. The April and May Bank Holiday markets were both successful with 60 stalls and many visitors to the Promenade Park.

## 4. **IMPACT ON CORPORATE GOALS**

3.1 This report links to the corporate goal of “Delivering good quality, cost effective and valued services”.

## 5. IMPLICATIONS

- (i) **Impact on Customers** – The Burnham-on-Crouch Market offers a wide range of goods and has been received well by the local population. The Bank Holiday Market continues to attract a high volume of customers, especially when there is good weather. The Maldon Thursday Market has improved, and the Saturday Market regularly only has one stall.
- (ii) **Impact on Equalities** – None.
- (iii) **Impact on Risk** – No corporate risks have been identified.
- (iv) **Impact on Resources (financial)** – The Maldon Town, Promenade Park Bank Holiday Market and Burnham-on-Crouch Markets brings in a small income to the Council.  
  
The Maldon Market has a negative impact upon parking income, if the spaces were used by paying customers and there were no other spaces available to park.
- (v) **Impact on Resources (human)** – None.
- (vi) **Impact on the Environment** – None.

## 6. CONCLUSIONS

- 6.1 The Promenade Park Bank Holiday Market contract has been re-let for three years. The market draws people to this regular event and provides a good income from the market contractor, as well as additional income from car parking in the Promenade Park.
- 6.2 The Maldon Town Market is established on a Thursday, and regularly sees 10 - 12 stalls operating. Now that the Saturday Market has been reduced to three parking spaces and one or two stalls, more area of the Butt Lane Car Park is available for car parking.
- 6.3 The Burnham-on-Crouch Market is thriving with approximately 20 stalls every week. Officers must now seek further Planning Permission for the market and re-tender for its operation.

Background Papers: None.

Enquiries to:

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