



REPORT of DIRECTOR OF CUSTOMERS AND COMMUNITY

**to
COMMUNITY SERVICES COMMITTEE
29 AUGUST 2017**

MARKETS UPDATE

1. PURPOSE OF THE REPORT

- 1.1 To update Members on the viability of the Maldon Thursday and Saturday Town Markets and seek authority to seek tenders for a further two year period of market operations in Maldon.

2. RECOMMENDATION

That the Director of Customers and Community be authorised to seek tenders for a two year contract for a Maldon Market at Butt Lane Car Park on a Thursday with an allocation of 27 parking spaces and a Saturday Market for up to three stalls with no loss of car parking.

3. AREA FOR DECISION / ACTION

3.1 Background

The Community Services Committee on the 23 May 2017 resolved (Minute No. 89 refers):

- (i) that the Committee notes the update on Market provision;
- (ii) that the Committee requests Officers extend the existing arrangements for three months for a Maldon Market on a Thursday and a Saturday Market of three stalls and report back on the future viability of the provision;
- (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 Butt Lane Car Park on a Thursday and Saturday, as detailed in the report;
- (iv) 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.

3.2 **Update and Areas for Decision**

3.2.1 Further to recommendation (ii) as detailed in 3.1 above, Officers have extended market operations for a three month period and as requested have looked at the viability of the existing Market arrangements. The Maldon Market operates on two days of the week. Set out below are some basic facts relating to each day of operation.

3.2.2 **Thursday Market** - The Thursday Market occupies a leased area of the Butt Lane Car Park covering 38 car parking spaces. The Thursday market offers a variety of goods and services including:

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

3.2.2.1 The Market has capacity for approximately 16 stalls within the allocated area but regularly only 10 - 12 stalls attend. This number is further diminished when the weather is inclement.

3.2.3 **Saturday Market** - The Saturday market occupies a smaller leased area in the car park (including three parking spaces). Usually there is only one stall in attendance and rarely are any of the spaces used.

3.2.4 Generally stall holders have been attending the two day Maldon Market for many years and have many regular customers. Previous attempts to increase the scale of the operation have not resulted in a larger operation on either day. Location is thought to be a limiting factor with many operators wishing for High Street presence. The Council has experimented with alternative locations in the past but a satisfactory solution as yet has not been found.

3.3 **Market Operation and Impact on Town Centre Car Parks**

3.3.1 To help understand the viability of the market and the possible effects on income, the car park's capacity has been monitored. Table 1.1 overleaf shows that on only three occasions out of the last eight weeks has the car park been at capacity and there were no spaces for the public to park in despite the market being active.

	9.00am	11.00am	1:00pm	3:00pm
25/05/2017	38	4	2	13
01/06/2017	25	8	10	16
08/06/2017	28	0	2	14
15/06/2017	22	3	2	2
22/06/2017	36	0	0	2
29/06/2017	22	0	0	11
06/07/2017	70	3	4	8
13/07/2017	55	5	3	3

Table 1.1 – Free Car Parking Spaces in Butt Lane Car Park

- 3.3.2 Results from the brief survey perhaps indicate that although busy, generally there are parking spaces available within Butt Lane Car Park on market days. Customers do have a choice of alternative parking nearby. There is no evidence to suggest the markets are having a detrimental effect upon parking provision at this time.
- 3.3.3 Officers have considered what might happen if there was no Market on a Thursday and the spaces were then used by customers for parking. Theoretically if the 38 parking spaces currently allocated to the Market were all occupied with cars purchasing an all-day ticket this would equate to additional income of approximately £15,000 per annum. This compares with the current income of £4,500 derived from market rent.
- 3.3.4 However, it is not able to be precise on the level of take up within the car park. Our small survey suggests utilising all spaces which is unlikely, as on five previous occasions, there were parking spaces available on a Thursday.

4. **IMPACT ON CORPORATE GOALS**

- 4.1 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 Maldon 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 current contract is managed by the Maldon Market Cooperative and pays an annual fee to the Council of £4,500.

The Butt Lane Car Park 2016 / 17 income was £226,750.

If the Butt Lane Car Park parking spaces were occupied all-day this would equate to a loss of income to the Council of approximately £15,000 per annum.

(v) **Impact on Resources (human)** – None.

(vi) **Impact on the Environment** – None.

6. CONCLUSIONS

- 6.1 The Butt Lane Car Park is a busy car park and provides a significant income stream to the Council. However, it is not possible to estimate the actual additional income the Council would receive, but if each of the 38 parking spaces were full, then this would equate to an additional maximum of £15,000 per annum.
- 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 Officers conclude that the Market does provide a service for customers even in its limited form and until an alternative location is identified this arrangement, with some modification, should continue. By looking at past activities and attendance it is felt appropriate to reduce the current allocated number of spaces from 38 spaces to 27 and this could bring an additional £4,400 to the Council in parking income. If, in the future, the market operator demonstrates consistent and full occupation of the allocated area together with demonstrable demand for additional market stalls, a business case could be considered for expansion.

Background Papers: None.

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