



MARKET SUB COMMITTEE

THURSDAY, 21 NOVEMBER 2019

ADDITIONAL PAPERS

Date published: 15 November 2019

- | | |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Agenda Item 5 | MARKET 12 MONTH REVIEW
To receive the 12-month review report and consider the recommendations contained therein (to follow).
(Pages 1 - 12) |
| Agenda Item 6 | MARKET TRADER REPRESENTATION
To receive a report on market trader representation and to consider their recommendations contained therein (to follow).
(Pages 13 - 22) |
| Agenda Item 8 | BUDGET REPORT
To receive a report on the market budgets and to consider their recommendations contained therein (to follow).
(Pages 23 - 28) |

PLEASE BRING THE ATTACHED PAPERS TO THE MEETING IN ADDITION TO THE PREVIOUSLY CIRCULATED AGENDA.

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Market Sub Committee

Date: 21 November 2019

Title: Leighton Buzzard Market

Purpose of the Report: Market 12-month review

Contact Officer: Vivien Cannon, Head of Cultural and Economic Services and Adrian Harrison, Market Manager

Corporate Objective/s	LLTC Three Year Plan – Aim 2. Objective 19	
Implications:		
Financial	√	Within existing budget
Human Resources		
Operational/Service delivery	√	Annual market review
Procedural/Legal		
Risk/Health and Safety		

1. RECOMMENDATION

Should members be minded, the proposal is:

1.1 To note the report.

2. BACKGROUND

2.2 The market was relaunched in September 2017. This report provides the second annual review since that time.

3 MARKET RELAUNCH ACTION PLAN

3.1 At the time of endorsement, Committee was aware that not all the planned relaunch activity set out in the Market Relaunch Action Plan, was achievable by the launch date. Progress since the previous year on the outstanding actions is provided below:

- a) The principle authority commenced work on re-location of bollards, bicycle racks and the removal of a signpost around the Market Cross in July 2019. Some elements of work remain incomplete yet will be achieved within financial year 2019/20.
- b) Extending the electricity supply is still to be achieved in financial year 2019/20.
- c) Creation of a seating area. This has become possible now that the bollards

and bicycle racks have been re-located around the Market Cross. It resulted in the original ambitions for opening-up the market cross area and turning the food trader around to face the cross. In collaboration with the food trader, a larger seating area has been provided beside with the existing benched seating.

4 TRADER AND PUBLIC SURVEY FEEDBACK

4.1 Market trader survey outcomes

4.1.2 Of the 32 permanent traders invited to complete the survey, only 6 responded. Feedback has been noted yet the small response number limits the value of the feedback.

4.1.3. Officers requested that traders be invited to take part in the Business Confidence element of the Town Benchmarking Report undertaken by People and Places (P&P) on behalf of Central Bedfordshire Council. Whilst their participation was not originally included originally, P&P approached traders in early November inviting their participation. At the time of writing this report, it is not known how many traders took up the opportunity to contribute to the survey towards gaining an understanding of the town centre's retail performance.

4.2 Market public survey outcomes

4.2.1 The 56 customers who responded to the market survey provide a valuable indicator of views and market usage. Data secured via this survey is considered alongside the Town Benchmarking Report undertaken by People and Places (P&P) on behalf of Central Bedfordshire Council, which received 1163 responses to the Town Centre User Survey, inclusive of market related questions.

4.2.2. Previously, the Town Council had led on undertaking the delivery of the P&P survey and due to this, there are two comparison years-worth of data based on customer use of the market to support the market review.

4.3 Customer origin

4.3.1 56 customers responded to the market customer survey. Using the same definition as the P&P Benchmarking survey, the majority of which were local to the town.

4.3.2 Similar to the above	Local - those who live within a Post Code covering the town	31
	Visitor - those who live within a Post Code less than a 30-minute drive	0
	Tourist - those who live within a Post Code further than a 30-minute drive	5
	Skipped the question	18
	Invalid answers	2
	Total:	56

e, of the recorded 751 postcodes (captured by businesses in their shops when

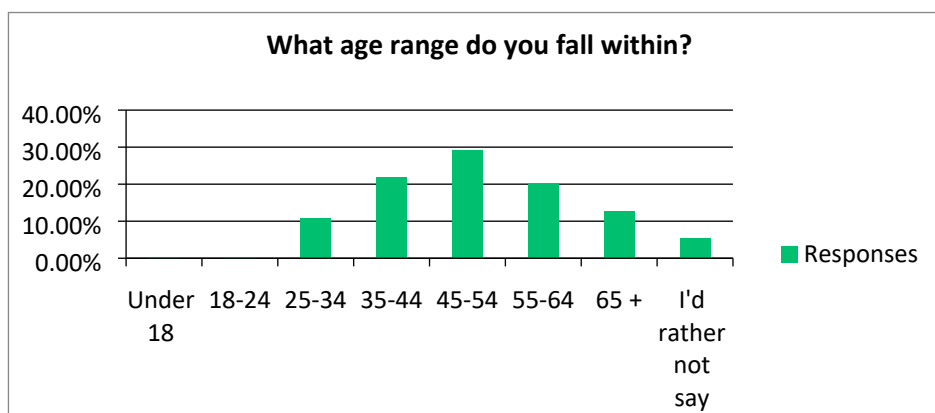
making sales), 73% of customers gave local post codes.

	2019 %	2018 %	2017 %
Local	73	81	80
Visitor	21	13	14
Tourist	5	6	7

4.3.3. The above evidences that the town and market predominantly serves the local demographic suggesting its value for residents' town centre experience and shopping habits. Ongoing and future promotion therefore would continue to target residents. In doing so, promotional activity will need to reach new residents and housing developments on the outskirts of the town.

4.4 Age range of market survey respondents.

4.1.1. It is encouraging to note, with the market specific survey, that the higher percentages of respondent's age falls below the 55 years, (of the 56 respondents). This moves to dismiss assertions that markets serve an ageing demographic. It echoes the assertion by the National Association of Market Authorities' (NABMA) and NMTF that there is a market renaissance with markets broadening their appeal and flexible in addressing social trends which attracts new users, e.g. shop local, reduced wrappings, food/dining specialist markets and so on.

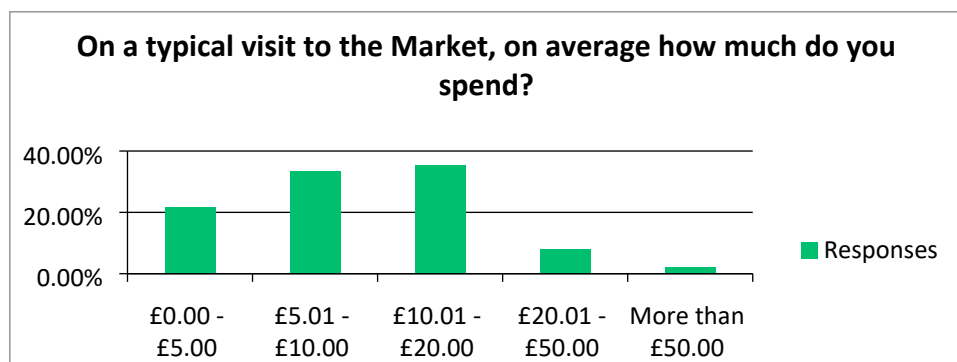


4.1.2. In comparison, the P&P survey attracted respondents for a whole town centre survey. Questions on the market were introduced in 2018 yet data on market specific customers is not separated out.

Age	LB 2019 %	LB 2018 %	LB 2017 %
16-25	3	7	6
26-35	10	23	26
36-45	19	31	30
46-55	19	20	20
56-65	18	11	11
Over 65	28	7	7
Prefer not to answer	3	1	0

4.5 Average Spend

4.5.1 Of the 56 responses to the market specific survey, the predominant spend range sits between £1.00 to £20.00 per visit with the highest average concentrated on between £10.01 to £20.00.



4.5.2 The P&P market specific questions identified a similar spend range between £5.01 - £20.00 yet the highest average differed from above, being between £5.01 to £10.00. This has remained similar for two comparison years.

On average how much money do you spend on a normal visit to the market?	LB 2019 %	LB 2018 %
Nothing	17	24
£0.01 - £5.00	24	24
£5.01 - £10.00	31	27
£10.01 - £20.00	20	18
£20.01 - £50.00	7	7
More than £50.00	1	1

5 MARKET DATA

5.1 Footfall

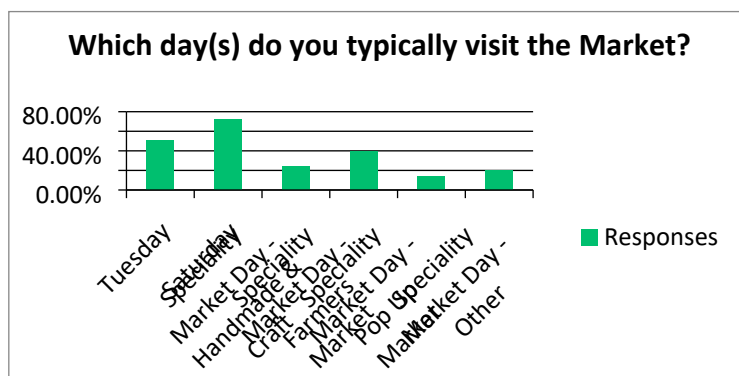
5.1.2. The Town Benchmarking Report (People & Places, Aug 2019), shows footfall on a market day (Tuesday) is significantly higher than on a non-market day. Data via the benchmarking surveys covers a three-year period. The footfall count remains higher in 2019 than 2017, which suggests the market is sustaining custom, however there is a fall in footfall compared to those of 2018.

	National Small towns (<250 units)	National Large Towns (>250 units)	LB 2019	LB 2018	LB 2017
Market Day	110	310	325	351	291
Non-Market Day	105	241	187	180	170

his survey data did not include a Saturday footfall count.

5.1.3 Relevant to footfall data - the recent 2019 market customer survey confirmed that the Saturday market day is the most visited. (56 respondents, 5 of which

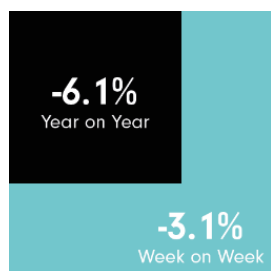
skipped this question.)



5.1.4 Market dedicated monthly footfall counts have been taken on Tuesday and Saturday markets since March 2018 providing two-years of comparison footfall data. Information on weather conditions, trader attendance numbers and speciality/themed markets are held against the date footfall is counted as this has influence on footfall. The table at **Appendix B** shows a summary of this year's data. In keeping with the Town benchmarking data, a fall in footfall is shown.

5.1.5. The market does not operate in isolation of national trends in customer activity and retail innovation. The information below provides a flavour of the national context for footfall. Springboard is a leading provider of data relating to High Street performance including footfall. For week ending 22 September 2019, Springboard presented the below footfall data for the East of England.

"Footfall across all retail destinations declined by -3.1% from the week before, and by -6.1% year on year."
 (UK Weekly Footfall Benchmarks WK 39 2019)



East

Week 39 2019 22.09.2019	Sunday to Saturday		Monday to Sunday	
	YOY	WOW	YOY	WOW
Springboard Index	-6.0%	-2.6%	-5.5%	-0.1%
High Street Index	-7.7%	-5.5%	-8.4%	-2.2%
Retail Park Index	-4.0%	-0.9%	-1.5%	0.6%
Shopping Centre Index	-4.3%	1.9%	-3.1%	3.5%



5.2 Traders numbers

5.2.1 Comparison trader attendance numbers over four years recorded to the nearest date appear to indicate a fall in trader attendance numbers for the month of September in 2019.

5.2.2 September Saturday trader numbers show a fall in permanent/casual traders by 6 when comparing with the previous year. Comparison attendance figures for the Saturdays pre and post 28th September 2019, show an attendance mix

at 23 and 25, plus speciality trader attendance.

5.2.3
September

2012	Saturday 22 September	mix of traders was recorded at	27
2017	Saturday 23 September	mix of traders was recorded at	28
2018	Saturday 22 September	the mix of traders was recorded at <i>(plus 12x Craft & Handmade traders = 40 traders in total)</i>	28
2019	Saturday 28 September	mix of traders was recorded at <i>(plus 14x Craft and Handmade traders = 36 traders in total)</i>	22

Tuesday trader numbers show a fall in permanent/casual traders by 10 when comparing with the previous year. Comparison attendance figures for the Tuesdays pre and post 24th September 2019, show an attendance mix at 18 and 16 plus speciality traders. Both figures remain lower than the 2018 figure.

2012	Tuesday 25 September	mix of traders was recorded at	23
2017	Tuesday 26 September	mix of traders was recorded at	21
2018	Tuesday 25 September	the mix of traders was recorded at	21
2019	Tuesday 24 September	mix of traders was recorded at	11

5.2.4 Further examination of market day details show that Tuesday 24th September incurred 'very wet' weather. 23 traders were registered to attend which means 12 traders opted not to attend. According to market records, out of the 12 non-attending traders, 10 traders opted not to attend due to the weather conditions, and 2 had booked a holiday.

5.2.5 Notwithstanding the background explanations explored above of recorded September day trader attendance figures, there is a slight decrease in attendance figures. The fall in permanent traders is detailed in the table below which compares trader classification figures held on the 'active' trader list per attending market. Other trade categories show an increase.

Number of traders on 'active' trader registration list.

	30 September, 2018	28 September, 2019	Difference
permanent traders	32	30	- 2
casual traders	14	27	+ 13
farmers market traders	6	8	+ 2
handmade and craft traders	16	25	+ 9

5.2.6 The changing scene of markets shows an increase in the practice of being a casual trader and not wishing to sign up to a permanent licence. As previously reported, traders are being advised to diversify their trading practices and target festivals, speciality markets and seasonal opportunities. Thus, casual trader's attendance changes according to their specialism/product line, e.g. if their product fits any given festival scene. Therefore, attendance of Leighton Buzzard Market will fluctuate accordingly. That said, it is worth noting that traders return to the market outside of their festival season.

5.2.7 Since the last annual report, as of the last Saturday in September 2019,

reasons for changes in trader attendance figures are listed below. Suffice to say, these figures change regularly throughout the year.

- 2x traders were removed from the market due to excessive and repeated rent arrears.
- 2x traders left to open a shop, one being within the town centre.
- 2x left for full-time employment.
- 1x left.
- 4x new traders have joined the market.
- 1x Saturday trader as increased attendance to include the Tuesday market.
- 1x trader has increased their pitch size.
- 0x traders have reduced their pitch size.

5.2.8 Elements of the above lists show the role of markets as a place for business start-up and incubator. Similarly, some businesses opt to wind down their businesses by becoming a trader, selling remaining stock and then closing.

5.2.9 The changing number of traders is provided in Committee’s quarterly meetings under ‘general updates.’ Weekly attendance data is provided in the weekly Councillor newsletter.

5.2.10 Whilst Committee has background data on actual trader numbers, public perception on any given date of a visit to the market is difficult to manage. If traders take a ‘holiday’, opt to attend festival or the weather deters their visit, the perception is of a dying market. Likewise, if the public enjoy a new trader testing their products on the market for a while who then opts not to stay or takes up casual status, the immediate view is that a trader is lost.

5.3 Trader Incentives

5.3.1 Any new trader traders can trade for 4 consecutive weeks and get the 5th free to encourage ongoing attendance either as a casual or permanent trader. The table below shows the take-up of the offer over the last review period October 2018 to September 2019. All traders are offered this incentive when they sign their trader application forms.

Incentive	No. of traders taking the option	No. of traders opting not to take-up the option.
Trade 4 consecutive weeks and get 5 th free	3	4
	<ul style="list-style-type: none"> • 1x became permanent trader. • 2x carried on as casual traders 	<ul style="list-style-type: none"> • 4 Signed as permanent traders Without going casual.

N.B. Some traders are content to sign up permanently as it secures a guaranteed pitch location and the existing 4 weeks trading holidays a year. (Traders may take a ‘holiday’ thus miss a trading day yet do not need to pay

rent. Permanent traders only are gifted this provision.)

5.3.2. The permanent trader long-service discount incentive is adjusted annually to reflect trader's attendance. There were no new traders reaching long service discount incentives in the current review period.

5.4 Trader recruitment

5.4.1 Trader recruitment continues using industry led publications, local publications, and the market's dedicated website and social media. Traders are also encouraged to self-promote the market. Since April 2019 recruitment data has been used to monitor pitch take-up. A total of 53 enquiries to trade on all markets have been received of which 27 traders opted to try the markets.

5.5 Available pitch usage figure

5.5.1 The number of available pitches is 80. This year, April 2019, is the first year that pitch space usage has been monitored thus setting the baseline for future comparisons using the last Saturday in the month of September. This excludes speciality market allocated pitches.

2019	On Saturday 28 September	pitches used	43
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N.B. Recorded absences on this date is 2 permanent traders both using their holiday allowance.

5.6 Market product list

5.6.1 The 2018 and 2019 comparison list of product categories is provided in the table below which counts the number of traders providing any given product range as of 28 September 2019 – both market days combined.

	2018	2019	2018	2019	2018	2019	2018	2019
Product list	Numbers of traders providing the product range – combining both market days.							
Trader category	PERM'	PERM' T	CAS'L	CAS'L	FAR'S	FAR'S	H'MAD E	H'MAD E
Food – meat/fish	2	1			3	3		
Food - baked	1	1				1		1
Food - hot	2	2	1	5				
Food - fruit/veg	3	3						
Food – deli, cheese, olives, etc.	4	4	3	5	3	4		
Food - animals/pets	1	2						
Footwear	2	1	2					
Purses, Bags & Luggage	2	2					1	2
Clothing	3	3		1			2	4

Clothing accessories – belts, hats, scarves, etc.	2	2	1			2	2
Homeware	1	1	2	9		6	11
House Improvement	1	1					
Personal Care – daily living aids, e.g. mobility	1					1	1
Personal Care - grooming	1	1		1			
Leisure & Hobbies - reading, etc.	2	1	4	4		2	
Stationary - Pens, paper, cards, etc.	1	1				1	1
Garden	2	2					
Jewellery	1	2	1	2		1	3
TOTALS	32	29	14	27	6	8	25

5.6.2 The speciality markets provide diversity to regular Charter Market (Tuesday and Saturday) trader products. Speciality markets are delivered alongside the Saturday general market. As per footfall data and customer survey feedback shows, Saturday is the most visited market day.

6. REVIEW OF PITCH SIZES AND PRICES

6.1 The market's basic pitch size remains at 3m x 3m which is the emerging industry standard. This is borne out by many new enquiries asking for single pitches rather than multiple. Traders that enquire about trading using their own gazebos mainly use the same size or the slightly smaller size of 3m x 2.5m. This reflects the NABMA and NMTF forums and publications encouraging trader diversification of selling outlets, e.g. festival attendance generally does not use traditional metal stalls, though some might.

6.2 Over the last year 2 traders have requested a larger size.

6.3 Leighton Buzzard market has two price points; the casual rate at £23 per 3m sq. pitch and the permanent rate £19 per 3m sq. What sets Leighton Buzzard market apart from other markets is that a gazebo is offered along with side sheets, weights, tables and erection at no extra cost. Other markets may have a similar price yet do not offer all the addons.

6.4 Verbal feedback from new casual traders is positive with many commenting on the good value the market offers. This is echoed by existing traders. For example, a permanent trader who started with a single pitch has expanded to three pitches due to the demand for his product. Another relatively new trader has expanded from a single to a double pitch. Neither trader requested a discount for multiple pitch purchases. Both stated that they felt they were already getting good value for money.

6.4 There is no standardisation for markets in relation to pitch sizes or prices. Such issues must be taken on a locality basis. As mentioned above, traders have not been restricted by the prise or price. Indeed, many visiting traders who test the relevance of their product on our market, have mentioned the location of their pitch being their main concern, i.e. being on the north side of the High Street where higher footfall is apparent. Maintaining functional pitch size limits therefore has enabled the recruitment of traders on the popular side of the High Street.

7. CONCLUSIONS

7.1 The Council's market intelligence is improving year on year. The town centre People and Places benchmarking data provides comparison information that benefits Committee's understanding of how well the market is performing.

7.2 National customer and retail trends will continue to have a bearing on the market. The market industry is presenting the emergence of a market renaissance. This however is borne from markets broadening their scope and appeal in addition to, and not relying on, what is referred to as a 'traditional' market.

7.3 The street market will always be susceptible to weather conditions and the changes associated to climate change. Committee is referred to Agenda Item 8, Market Budget Report, regarding income and expenditure. The impact of cancellations due to weather is evidenced here.

7.4 The market continues to successfully operate in difficult retail times, yet the consistency of permanent trader figures is encouraging all be it a changing landscape with regards to classifications for traders. Ongoing recruitment for permanent status may well be desirable and or course be promoted, however there are many factors that influence a trader's decision.

7.5 There is little evidence to suggest a need to change currently advertised pitch sizes or fees. That said, the situation will need ongoing monitoring.

7.6 Arguably, it can be said that the market is 'holding its own' when reviewing trader numbers. There is no room however for complacency and officers continue to promote the market to customers - in order to ensure they know what is on offer thus bring footfall, and to traders - to expand the product offer for customers, thus provide a business opportunity to traders.

END

MARKET FOOTFALL COUNT COMPARISON - 2018 / 2019

APPENDIX B

N.B. Comparison dates vary with events happening one year yet not the following year. This, along with the different weather conditions encountered, will have some relevance on the footfall.

<p>Tue / Apr 2018 2019 difference</p> <p>Average 325 325 same</p> <p>Notes: Sunny/ Partly Cloudy</p>	<p>Sat / May 2018 2019 difference</p> <p>Average 444 352 -95</p> <p>Notes: Date changed from April 27th, Market Cancelled due to weather conditions</p>
<p>Tues / May 2018 2019</p> <p>Average 351 301 -50</p> <p>Notes: Sunny with light showers. Please note footfall counts were not conducted during the shower periods</p>	<p>Sat / May 2018 2019</p> <p>Average 424 418 -6</p> <p>Notes: Cloudy/ Sunny</p>
<p>Tue / Jun 2018 2019</p> <p>Average 317 306 -11</p> <p>Notes: Sunny with showers</p>	<p>Sat / Jun 2018 2019</p> <p>Average 457 476 -19</p> <p>Notes: Cloudy/ Sunny</p>
<p>Tue / Jul 2018 2019</p> <p>Average 311 293 -18</p> <p>Notes: Hot and Sunny</p>	<p>Sat / Jul 2018 2019</p> <p>Average 389 320 -69</p> <p>Notes: 2019 Overcast day with showers. Please note footfall counts were not conducted during the shower periods</p>
<p>Tue / Aug 2018 2019</p> <p>Average 333 379 -46</p> <p>Notes: Hot and Sunny</p>	<p>Sat / Aug 2018 2019</p> <p>Average 414 373 -41</p> <p>Notes: Date changed from 10th August due to weather conditions. Sunny.</p>
<p>Tue / Sep 2018 2019</p> <p>Average 330 245 -85</p> <p>Notes: Raining, Strong Wind</p>	<p>Sat / Sep 2018 2019</p> <p>Average 500 380 -120</p> <p>Notes: Overcast</p>

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Market Sub Committee

Date: 21 November 2019

Title: Market trader representation

Purpose of the Report: To establish a framework for trader representation.

Contact Officer: Vivien Cannon, Head of Cultural and Economic Services

Corporate Objective/s	LLTC Three Year Plan – Aim: 2 - To continue to support a vibrant town through partnership working and initiatives including management of the street market, support for local businesses, town and community promotions and town centre enhancements.
Implications:	
Financial	
Human Resources	
Operational/Service delivery	√ To provide a clear structure for trader representation at Committee meetings to facilitate trader liaison.
Procedural/Legal	
Risk/Health and Safety	

1. RECOMMENDATION/S

Should members be minded, the proposal is to;

1.1 Note the report

2. BACKGROUND

- 2.1 Following its meeting on 29/08/19, Council received a communication stating the Chairperson of the market trader group would no longer attend Committee meetings. A different member of the group has been nominated to attend this meeting in his place.
- 2.2 Officers continue to communicate with all traders via the Council's Trader newsletter and through direct letter communication on matters relevant to the market.
- 2.3 One of the actions in the market annual work plan, reported with the general market update, is no.9, to review the 'engagement with traders / format for Committee trader representation'.
- 2.4 Committee has expressed its wish to maintain trader representation, with non-voting rights around the table.

3. TRADER REPRESENTATION AT COMMITTEE

- 3.1 Officers propose to bring a future recommendation to the February Committee to give consideration for a trader group to secure affiliation to the National Market Trader Federation (NMTF) to support trader representation at Committee meetings.
- 3.2 The NMTF sets out how it will work with locality-based trader representation groups in its document, "Group Guidelines", attached at **Appendix A**.
- 3.3 Trader groups are self-governed and secure formal recognition by the NMTF through the appointment of a Liaison Officer. A Liaison Officer has priority access to training, advice and guidance from NMTF Head Office. Liaison Officers receive free travel and attendance at the NMTF Annual General Meeting thus establishing peer support networks, etc.
- 3.4 The requirements for this approach include:
 - All members of the group must trade from the same location or have a shared trading connection, e.g. all trade at Leighton Buzzard Market or are all permanent traders.
 - If a group has more than 20 members, it can nominate a second Liaison Officer. *(Duties are associated to this role as set out in section 6 of the attached document, Appendix A)*
 - The Liaison Officer must hold an active membership of NMTF.
 - Groups must register with NMTF on an annual basis to ensure continued recognition.
 - Groups without a Liaison Officer will not be recognised by the NMTF.
- 3.5 NMTF Field Officers actively tour the country visiting markets and developing contact with local groups and have been invited to attend the market. It is Officer's understanding that traders may opt to maintain an existing group structure or decide to create a new one when considering the idea to nominate a group Liaison Officer.
- 3.6 It may not be necessary that the identified trader Liaison Officer is the same person around the Committee table. This is to be explored as part of the process.
- 3.7 Officers have requested a Field Officer to visit Leighton Buzzard Market to discuss affiliation of a market trader group with the NMTF. Officers will further develop the proposal once having received feedback from the NMTF Field Officer and traders.
- 3.8 In addition to the above, Officers may also propose that more than one trader is requested to attend Committee meetings to facilitate: a) trader peer support when representing the greater group, and b) to reflect a broader trader perspective in discussion.

4. CONCLUSION

- 4.1 To ensure trader representation is constructively undertaken, notwithstanding occasions when representation disagrees with Committee, Committee may wish to consider giving guidelines for how it will give recognition to trader representation around its committee table. In doing so, Committee could constructively identify trader representatives to supportive independent assistance from the NMTF.

END

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NMTF GROUP GUIDELINES



1. BACKGROUND

- 1.1. At the Extraordinary General Meeting on 18 April 2016, members voted to incorporate and decided upon a set of Articles of Association that will govern NMTF Ltd from 1 July 2016.
- 1.2. Before 1 July 2016, local groups of members were able to be recognised as NMTF Branches and rules governing their formation and conduct were part of the NMTF's Constitution.
- 1.3. NMTF Branches are not included as part of the Articles of Association of NMTF Ltd.
- 1.4. Directors of NMTF Ltd, the Executive Board, agreed on 16 May 2016 that the national body will continue to recognise members who form working groups to achieve common goals.
- 1.5. These guidelines outline a programme by which members who form working groups to achieve common goals can receive recognition from NMTF Ltd.
- 1.6. This programme will be called **NMTF Groups**. Head Office will coordinate, promote and support an **NMTF Groups Network** across the UK.

2. PURPOSE

- 2.1. The objects of NMTF Ltd are to safeguard, promote and develop the retail markets and events industry for the benefit, and in the best interests of, its members.
- 2.2. In carrying out its objects, NMTF Ltd shall promote equality of opportunity and oppose any form of discrimination on grounds of race, ethnic origin, gender, sexual orientation, age, disability or religion.
- 2.3. Members of NMTF Ltd are encouraged to work together in solidarity to achieve common goals and provide one another with mutual support and understanding.
- 2.4. NMTF Groups are encouraged to represent the mutual interests of their members in order to safeguard, promote and develop the market(s) or event(s) where they trade.

3. GOVERNANCE OF NMTF GROUPS

- 3.1. The objects and structure of an NMTF Group are for its members to decide. NMTF Groups are autonomous from NMTF Ltd.

4. RECOGNITION BY NMTF LTD

- 4.1. To be recognised as an NMTF Group by NMTF Ltd all members of a group must trade from the same location (e.g. NMTF Barnsley Group, NMTF Cambridge Street Traders Group) or have a shared trading connection (e.g. NMTF Historic Traders Group, NMTF Fairs Group).
- 4.2. To be recognised as an NMTF Group by NMTF Ltd each group must have a **Liaison Officer** who will liaise with Head Office on behalf of the NMTF Group.
- 4.2.1. NMTF Groups with more than 20 members can nominate **one additional Liaison Officer** who will liaise with Head Office on behalf of the NMTF Group.
- 4.2.2. A Liaison Officer must hold an active membership of NMTF Ltd.
- 4.2.3. Duties of a Liaison Officer are outlined in Section 6
- 4.2.4. The removal of recognition as a Liaison Officer is outlined in Section 7
- 4.3. NMTF Groups must register with NMTF Ltd on an annual basis to ensure continuation of recognition from NMTF Ltd.
- 4.3.1. NMTF Groups without a Liaison Officer will not be recognised as an NMTF Group.
- 4.4. An appropriate Market Manager and/or Chief Executive will be informed of the name and contact details of the Liaison Officer(s) for the NMTF Group.

5. BENEFITS OF BEING A RECOGNISED NMTF GROUP

- 5.1. NMTF Ltd will offer a range of benefits in order to encourage the formation and support the sustainability of an NMTF Group.
- 5.2. NMTF Ltd reserve the right to withdraw and introduce benefits from time to time. Liaison Officers will be informed in advance of any changes.
- 5.3. Benefits available to NMTF Groups include:
- 5.3.1. Use of the NMTF Group name, NMTF Groups Network logo** in any communications collateral, which includes but is not limited to: business cards, newsletters, e-bulletins and on websites and social media.
- 5.3.2. Free travel and free attendance for recognised Liaison Officers at the Annual General Meeting of NMTF Ltd (AGM).**

5.3.2.1. Travel by standard class public transport will be reimbursed. Attendance includes overnight accommodation.

5.3.2.2. If all recognised Liaison Officers for the NMTF Group are unable to attend the AGM, they may nominate one member of the NMTF Group, who must also be a member of NMTF Ltd, to attend in their place.

5.3.3. Free membership of NMTF Ltd for recognised Liaison Officers.

5.3.3.1. Issued by voucher at the AGM only redeemable against the renewal of a membership of the NMTF in the name of the recognised Liaison Officer.

5.3.3.2. Members nominated to attend the AGM in the place of a recognised Liaison Officer are not eligible to claim free membership of NMTF Ltd.

5.3.3.3. Voucher limited to the price of a single membership of NMTF Ltd at the time of the AGM.

5.3.3.4. Liaison Officers must have been in the role for a minimum of six months.

5.3.4. **Priority access to advice and guidance** from Head Office, including attendance at meetings by Field Support Officers (subject to availability)

5.3.5. **Dedicated area in the NMTF's online portal**, including access to a forum for Liaison Officers.

5.3.6. **Free attendance for up to two Liaison Officers at a series of quarterly training events** held at the Head Office of NMTF Ltd in Barnsley, South Yorkshire (*Spring 2017.*)

6. DUTIES OF A LIASON OFFICER

6.1. To act on behalf of the members of the NMTF Group in any matter affecting their business and professional interests.

6.2. To take a leading role in the coordination of activities undertaken by members of the NMTF Group.

6.3. To undertake 6.1 to 6.2 in a fair and just manner.

6.4. To act as the main contact(s) for Head Office with regards to any queries they may have, which include but are not limited to:

- 6.4.1. Issues from members of NMTF Ltd who contact Head Office for advice affecting their business related to the trading location or connection represented by the NMTF Group.
- 6.4.2. Press enquiries from local and regional media related to the trading location or connection represented by the NMTF Group.
- 6.4.3. Invitations to represent the NMTF Group at regional and national events related to the sector (e.g. Annual Reception of the All Party Parliamentary Markets Group).
- 6.5. To keep Head Office updated with any change in circumstances to the position of Liaison Officer for the NMTF Group (e.g. contact details, retirement, etc.)

7. REMOVAL OF RECOGNITION AS A LIAISON OFFICER

7.1. Voluntary removal from role by a Liaison Officer

- 7.1.1. Liaison Officers may step down at any time and for any reason by providing a verbal or written request to Head Office.

7.2. Expiration of membership of NMTF Ltd

- 7.2.1. Liaison Officers will automatically lose recognition by NMTF Ltd if their membership of the NMTF expires and they fail to renew.

7.3. Upheld allegations of misconduct from members of NMTF Ltd towards Liaison Officers

- 7.3.1. NMTF Ltd reserve the right to remove recognition of a Liaison Officer following investigations into allegations of misconduct.

- 7.3.2. Allegations of misconduct will be investigated by Head Office in a fair and just manner.

7.3.3. Examples of misconduct include but are not limited to:

- 7.3.3.1. Acting contrary to the purpose of NMTF Ltd as outlined in 2.1, 2.2 and 2.3.
- 7.3.3.2. Refusal to act on behalf of the members of NMTF Ltd involved unless under reasonable circumstances.
- 7.3.3.3. Use of the role for personal gain, whether financial or otherwise.

- 7.3.4. If recognition of a Liaison Officer has been removed by Head Office, the affected individual may appeal to the President of NMTF Ltd who will investigate in a fair and

just manner. During this period of investigation the affected individual will remain recognised as a Liaison Officer by NMTF Ltd. The decision of the President of NMTF Ltd following his/her investigations is final.

7.4. An appropriate Market Manager and/or Chief Executive will be informed of the removal of recognition of the Liaison Officer(s) for the NMTF Group.

8. FINANCE

8.1. The financial matters of an NMTF Groups are for its members to decide. NMTF Groups are autonomous from NMTF Ltd.

9. REVIEW

9.1. NMTF Group Guidelines will be reviewed annually the month proceeding the AGM of NMTF Ltd.

10. KEY CONTACTS AT NMTF LTD

- Brendan Dyson, Field Support Officer
brendan.dyson@nmtf.co.uk, 07792 868 854
- Tania Murphy, Field Support Officer
tania.murphy@nmtf.co.uk, 07876 190 088
- Chris Savage, Projects Manager
chris.savage@nmtf.co.uk, 01226 352 804
- Tracey Jones, PA to the Chief Executive
tracey.jones@nmtf.co.uk, 01226 352 805

**NMTF, Hampton House, Hawshaw Lane,
Hoyland, Barnsley, S74 0HA**



Market Sub Committee

Date: 21 November 2019

Title: Market Budget Report

Purpose of the Report: To update Committee on market budgets

Contact Officer: Adrian Harrison, Market Manager

Corporate Objective/s	LLTC Three Year Plan – Aim 2: To promote & develop a vibrant town through partnership working & initiatives including management of the street market, provision of town & community promotions, town centre enhancements, tourism & practical support for local businesses	
Implications:		
Financial	√	Income and expenditure figures.
Human Resources		
Operational/Service delivery		
Procedural/Legal		
Risk/Health and Safety		

1. RECOMMENDATION

Should members be minded the recommendations are:

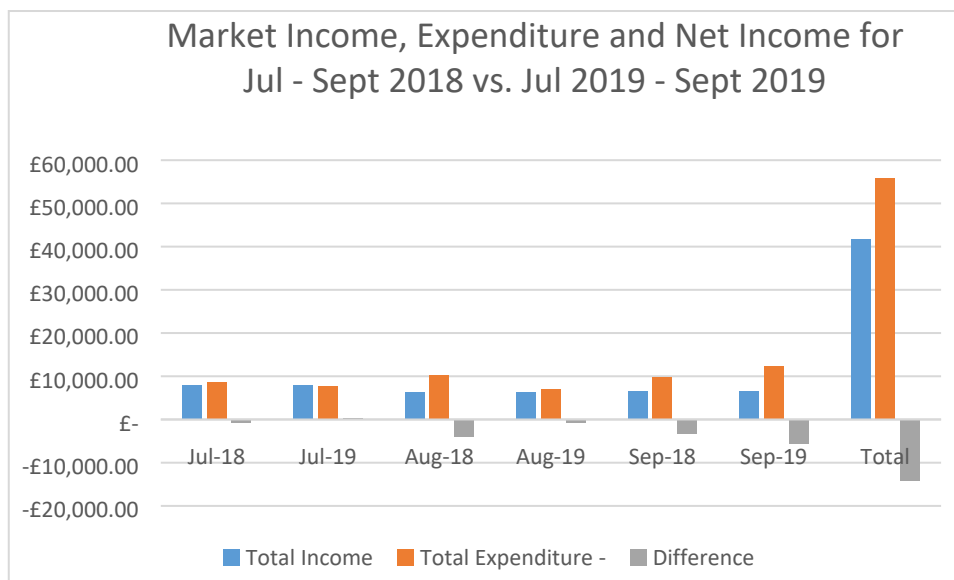
- 1.1 To note the report.
- 1.2 To delete market budget lines 4575 and 4309

2. BACKGROUND

- 2.1 All figures are taken from the Council's financial management system and rounded up to the nearest pound. The figures presented show all income and expenditure received and paid during the months presented.
- 2.2 The quarterly figures provided reflect a two-year financial period, not a calendar two-year period. April being month 1 and concluding with March as month 12.
- 2.3 Expenditure is clarified as all running costs relating to the market, including staffing. It was noted by Committee that a more detailed expenditure report would be produced as part of the system-generated budget monitoring reports which would be provided to the parent committee - Cultural and Economic Services.

3. FINANCIAL INFORMATION COVERING JULY TO SEPTEMBER 2018/19

3.1 Income, expenditure and net for July to September 2019/20.



Income Summary	Jul-18	Jul-19	Aug-18	Aug-19	Sep-18	Sep-19	TOTAL
Total Income	£ 7,898.00	£ 8,024.00	£ 6,328.00	£ 6,354.00	£ 6,544.00	£ 6,586.00	£ 41,734.00
Total Expenditure -	£ 8,695.00	£ 7,631.00	£ 10,281.00	£ 7,069.00	£ 9,903.00	£ 12,367.00	£ 55,946.00
Difference	-£ 797.00	£ 393.00	-£ 3,953.00	-£ 715.00	-£ 3,359.00	-£ 5,781.00	- £14,212.00

Income

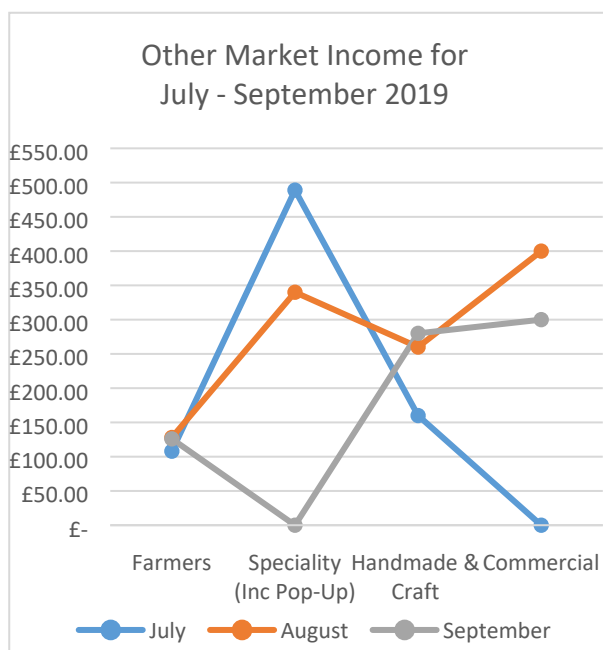
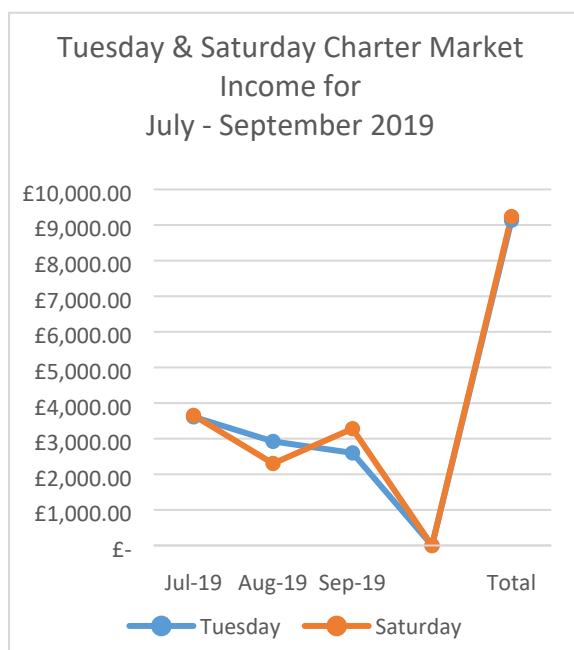
Note: All permanent traders receive four days holiday a year per trading day. Any further absence is charged and paid back.

Expenditure

Note:

Contracted service invoices are not always received within the budget quarter being presented and contribute to the variance in monthly figures, for example, in this quarter, (September), there was a payment totalling £5,317 for the barrier security. Market promotion, advertising and themed market activity will be reflective in monthly spend as per the work delivery timetable.

3.2 Income comparison for per market day/type July to September 2019/20.



Total Market Income	Jul-18	Jul-19	Aug-18	Aug-19	Sep-18	Sep-19
Tuesday	£ 3,072.00	£ 3,613.00*	£ 2,387.00	£ 2,923.00*	£ 2,847.00	£ 2,600.00
Saturday	£ 4,164.00	£ 3,654.00	£ 2,982.00	£ 2,303.00	£ 3,330.00	£ 3,280.00
Farmers	£ 126.00	£ 108.00	£ 126.00	£ 128.00	£ 126.00	£ 126.00
Speciality (Inc Pop-Up)	£ 36.00	£ 489.00^	£ 63.00	£ 340.00^	£ 21.00	£ 0
Handmade & Craft	£ -	£ 160.00~	£ 220.00	£ 260.00	£ 220.00	£ 280.00
Commercial	£ 500.00	£ -	£ 550.00	£ 400.00	£ -	£ 300.00
Other	£ -	£ -	£ -		£ -	£ -
Total	£ 7,898.00	£ 8,024.00	£ 6,328.00	£ 6,354.00	£ 6,544.00	£ 6,586.00

Income

- * The increase income on Tuesdays in July/Aug-19 compared to July/Aug-18 reflects the additional casual traders that continued to attend outside of the Tasty Tuesday event.
- ^ The increase in Speciality income Jul/Aug-18 to Jul/Aug-19 is due to the 'Tasty Tuesday event and Street Food Heroes. Both these events finished in August. (Street Food Heroes cancelled in Sept due to bad weather).
- ~ Note there was no craft market in July 18 due to the Canal Festival. In July 19 craft traders asked for market to take place on Canal Festival day.

Commercial income is dependent on outside agencies and shows no pattern throughout the year.

3.3 'Actual year to date' against predicted 'Current Annual Budget' 2019/20.

Annual Summary	2017/2018	2018/2019	2019/2020 Qu.2	Budget for 2019/20
Total Income	£ 82,847.00	£ 82,576.00	£ 42,300 .00	£ 87,550.00
Total Expenditure	- £ 112,562.00	-£ 115,726.00	-£ 64,897.00	-£ 120,498.00
Net Income	-£ 29,715.00	-£ 33,150.00	-£ 22,275.00	-£ 32,948.00

4. 2020/21 BUDGET PROPOSALS

4.1 Council is currently drafting proposals for financial year 2020/21. Officers have reviewed the market budget line.

4.2 It is proposed to delete two budget lines:

4.2.1 Market Bursaries at £500 (4575/412)

Regardless of its promotion to new traders, especially through the 'introduction to market trading' workshops, there has been no up-take for the bursary.

Following Committee's earlier concerns about being able to recover a bursary when a trader does not fulfil the agreement, the amount of the bursary was reduced to £250. One prospective start-up trader fed back that the conditions of the agreement were too stringent for the level of funding being offered. Likewise, the administration of the scheme would also be disproportionate. It is therefore proposed delete the budget line.

Officers would instead proactively signpost start-up traders to the National Market Traders Federation (NMTF) for ongoing support, guidance and links to broader opportunities, e.g. NMTF are strong supporters of the Government backed Start Up Loan Company. Traders can apply for up to £25k, and get additional support, e.g. budget forecasting, etc.



4.2.2 Market IT support currently budgeted at £800 (4309/412)

Market administration and record keeping has improved over recent years. Existing Microsoft IT programmes, e.g. Excel, are actively utilised for the market service records. Microsoft programmes are broadly familiar and accessible to all staff. The KPR software package invested in by Committee has therefore been underutilised with Excel proving to be adequate for the task. Officers have been notified that the supplier is increasing their support costs by an additional £300 bringing the total to £1100. This additional charge would need to be found from within existing market budgets. Officers propose to end the IT software contract and maintain records using Excel.

Pros.	Cons:
<p>using Excel</p> <ul style="list-style-type: none"> • Easy for all staff to use and when covering manager's leave. • Easy access for accounts • Easy reporting tools. Graphs, charts etc. • No annual fee or internet subscription needed. • Able to present same level of reporting as MACCS 	<p>Using Excel</p> <ul style="list-style-type: none"> • Manual invoices
<p>using MACCS</p> <ul style="list-style-type: none"> • Small lightweight tablet and printer. • Easy reporting tools. Graphs, charts etc. 	<p>Using MACCS</p> <ul style="list-style-type: none"> • Expensive to operate. Annual fee (£800) plus internet chip (£300). • Only uses approximately 40% of the software included. • Only one user and costly to train others. • Complex to use. • No access to by accounts or other departments.

END

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