

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:-	Cabinet Member and Advisers for Business Growth and Regeneration
2.	Date:-	Friday 20th February 2015
3.	Title:-	Tuesday Street Market Expansion Charges Report Ward 2 Boston Castle
4.	Directorate:-	Environment and Development Services

5. Summary

The RMBC Markets Service has commenced with consultation to establish the trader needs within the expanded Tuesday street market.

This report sets out the proposed charges and allocation arrangements.

6. Recommendations

- To approve the charges set out within this report.
- To approve the revised trading zones.
- To approve additional trading areas in zone 1 surrounding Imperial Buildings.
- To approve the six week initial trial rate to attract traders.

7. Proposals and Details

Proposals to expand the Tuesday Street Market were reported to Cabinet Member for Business Growth and Regeneration on 12th January 2015. The meeting resolved that a further report be brought back relating to fees and charges.

Following consultation with traders it is proposed to implement the following stall allocation measures for the expanded Tuesday Street Market

- Regular traders will be given the opportunity to relocate within the Tuesday Street Market without penalty within the trading zones.
- The Market Service will hold any trading positions vacated by regular traders relocating within the Tuesday Street Market for the six weeks. Traders will be able to request reinstatement to their original locations at any time during the six week period.
- Vacated positions will be available for use by new or casual traders within the six week period.
- Casual traders that do not wish to take regular status may continue to trade as required (subject to availability of pitches) but will not be guaranteed the same pitch.

- The All Saints Square trading zone will be extended to attract some of the Tuesday Street Market footfall towards Corporation Street Minster Gardens and Imperial Buildings.

Current Charging

Traders are currently charged £10.00, £19.90 or £33.75 for a pitch.

Annual income has grown consistently since 2011/2012.

- 1/4/2011 – 31/3/2012 £55,895.
- 1/4/2012 – 31/3/2013 £62,090.
- 1/4/2013 – 31/3/2014 £69,677.

Within the current 62 trading areas there are an average of 25 tariffs of £19.90 and 6 at £10 (01/04/2013 – 31/03/2014).

Proposed New Charging structure:

Charges for regular traders will be held at the same level of £33.75 per 10 foot square area, including equipment and gazebo for trading. This ensures that a permanent trading area is secured and traders benefit from having a regular established pitch each week.

Regular traders that trade on other days within the Market Service are currently charged a reduced tariff of £19.90 to trade on the Tuesday Street Market. It is proposed this reduced rate incentive is continued.

New traders to the Tuesday Street Market will be offered an introductory rate of £19.90 for three weeks and offered regular status thereafter. This three week offer does not need to be taken on consecutive weeks.

Casual traders will be charged at £33.75 the same rate as for regulars.

The All Saints Square trading zone will be charged at £10.00 per trader for both regular and casual traders

8. Finance

The report to Cabinet member of 12th January 2015 highlighted capital costs of £48,000 and additional staffing costs of £12,000pa that would be required to expand the Tuesday Street Market. The capital costs included the replacement of existing gazebos and equipment that was reaching the end of its useful life.

The charges detailed above give an income from a fully occupied street market of:-

24 x Zone 1 @ £10.00	£240.00
25 x Zone 2 @ £19.90	£497.50
46 x Zone 2 @ £33.75	£1552.50

Total	£2290.00
Per Annum	£119080.00
Less Current Returns	-£69677.00

Additional income per annum £49403.00

As reported in January 2015 is proposed that via the Public Loans Board, £48,000 will be borrowed over a 5 year period with total repayment estimated at £54,840 with an annual repayment figure of £11,880 in year one reducing to £10,056 in year 5. There is an option to repay early if that is achievable.

The potential additional income is sufficient to cover borrowing and additional staffing costs.

9. Risks and Uncertainties

Risks and uncertainties attached to expansion of the Tuesday Street Market were reported in January 2015. No additional risks are identified from the proposals contained in this report.

10. Policy and Performance Agenda Implications

Regeneration of the Central Area, is a corporate priority for the Council and its ambition to create a vibrant place for people to live, work and visit.

The proposed activity will contribute to the following strategic priority of the Community Strategy:

Develop Rotherham Town Centre as a destination providing a mixed economy of specialist and quality shops, markets, housing and cultural life for all ages, & establish a strategy to ensure local centres complement the offer in the town centre

By expanding the market we aim to enhance the quality and diversity of the retail offer, increase foot flow in primary shopping streets and reduce vacancy rate in town centre premises.

This project *contributes towards the Economic Plan and in turn the Community Strategy* under Priority 5 – “Achieve Rotherham Town Renaissance” since the development of the retail sector and the markets which help us differentiate our offer (and thus improvement of the town centre offer) is paramount to the creation of an overall vibrant town centre.

11. Background Papers and Consultation

Consultation with:

Corporate Finance Team

Director of Planning and Regeneration

Existing traders

Town Centre Shoppers

**Contact Name: Bernadette Rushton, Retail Investment Manager
Dean Thurlow, Markets Operations Manager**