

RUSHMOOR MARKETS AND CAR BOOT SALES - UPDATE

1. Purpose

- 1.1 This paper provides an update on the markets and seeks approval:
- To delegate responsibility for operational issues and setting of rents
 - To apply for planning consent to change the days of operation.

2. Background

- 2.1 Since taking over the operation of the markets and car boots there have been many successes and some areas that would benefit from further improvement.
- 2.2 Farnborough Tuesday market has thrived in its new location in Queensmead and proves to be very popular with both traders and shoppers.
- 2.3 The Farnborough Sunday Market has been more challenging due to the restrictions on operating times. There was an initial improvement in the number of traders following the closure of the Blackbushe market but due to the operating restrictions, they have moved to other markets.
- 2.4 Aldershot Thursday market remains stable but can be improved. Traders are concerned at the cost of rents in comparison to the current reduced footfall which has occurred following the closure of M&S and the ongoing presence of street drinkers.
- 2.5 The Aldershot Saturday market was initially very busy but with the drop in footfall shortly after the M&S closure trader numbers declined.
- 2.6 Farnborough Sunday car boot sale has remained busy with the introduction of pre-payment and pre-booking being well received as has the introduction of improved site security.
- 2.7 Aldershot Car boot is busy during the winter months but sellers numbers reduce greatly during the summer months due to other seasonal Sunday car boots.

- 2.8 The Council's market manager left in January and alternate arrangements have been put in place, providing a saving. The market operation is now far broader with the set up and breakdown shared between the maintenance team staff and the original market assistant. The Principal Engineer undertakes the securing and managing new bookings and development with the Strategy and Communications team leading on promotional material and press releases including social media.
- 2.9 In conjunction with a local retailer Bids & Pieces, this Easter we introduced a Craft Fayre into Aldershot to boost footfall. This has been successful and they are now a regular feature on the first Saturday each month. Farnborough residents requested a similar offer and these are provided on the third Saturday each month in Queensmead.
- 2.10 This has increased footfall into the towns and encouraged small crafters to "give it a go". This offers an affordable rent, free insurance and parking to enable the small crafter to attend. Shoppers and crafters alike come from as far away as Southampton and Reading to visit both fayres.
- 2.11 There are ongoing discussions with operators of farmers markets and specialist markets, along with plans for special events during the Christmas period.
- 2.12 The first year of trading of both markets and Car boot sales combined provided a surplus income despite the decline in the Aldershot activities. This year the first quarter's figures whilst still in profit show a slight downturn in income in comparison to the same period last year and if left unchecked could result in a shortfall in the original 16/17 budget.

3. Proposals

- 3.1 A number of proposals are being proposed to help increase footfall and income. To assist with Aldershot the following is recommended:
- Aldershot rents should be reduced by £10 per pitch
 - Farnborough rents by £2.50 per pitch
 - The Farnborough Sunday market should be moved to a Friday (subject to planning consent)
 - The Aldershot Saturday market to a Monday (subject to planning consent)
 - The Aldershot Sunday Car Boot should move to a Saturday
- 3.2 Following a letter to residents and traders in Queensmead on the possible change of day for the market in Farnborough from a Sunday to Friday, we received replies from 3 residents, 2 objecting to the market on any day, and one requesting it to move as soon as possible to allow a peaceful Sunday.
- 3.3 It is important to provide a more responsive service that can react quicker to changes in demand, new opportunities and optimise income. It is therefore proposed that operational decisions, including the setting of rents for traders, should be delegated to the Principal Engineer in consultation with The Head of

Financial Services and the Portfolio Holder for Environment, provided they are recorded and in the best interest of the Council.

4.0 Financial implications

4.1 It is estimated that the above proposals (see appendix attached) will help offset a portion of the current budget deficit and ensure we achieve the current income budget of £295,000 for future years.

5.0 Recommendations

5.1 Cabinet to approve:

- delegating responsibility for operational issues and rents as set out in this paper
- the Head of Community and Environmental Services to apply for planning consent for a Friday market in Farnborough and a Monday market in Aldershot

PETER AMIES - HEAD OF COMMUNITY AND ENVIRONMENTAL SERVICES

PROJECT LEAD - JOHN TRUSLER, PRINCIPAL ENGINEER

APPENDIX 1

Proposed Fees and charges 2016/17 Farnborough Market			Proposed Fees and charges 2016/17 Aldershot Market	
	Regular Trader	Casual Trader	Regular Trader	Casual Trader
3m x 3m pitch	£32.50 per day	£42.50 per day	£25.00 per day	£35.00 per day
Electric	£1.00 per day	£1.50 per day	£1.00 per day	£1.50 per day
Water	£0.50 per day	£1.00 per day	N/A	N/A
Waste per bin	£14.00 general £10.00 recycle	£16.00 general £12.00 recycle	£14.00 general £10.00 recycle	£16.00 general £12.00 recycle
Gazebo 3m x 3m	£2.50 per day	£3.00 per day	£2.50 per day	£3.00 per day

APPENDIX 2

	Predicted Annual Income without changes to days and charges	Proposed Annual income after changes to days and charges
Markets		
Farnborough	£66,810	£125,970
Aldershot	£38,350	£81,600
Car Boot		
Farnborough	£53,550	£53,550
Aldershot	£18,670	£43,350
Total Predicted Income	£177,380	£304,470
Current Income Budget	£295,000	£295,000
Potential Income Budget Shortfall	£117,620	-