

Report of the Director of Resources

Notice of urgent Action: Free market stall fees for duration of the Beach event.

1 Purpose of Report

- 1.1 To advise members of the urgent action taken by the chairman of the resources committee on 17 June 2019 to authorise the provision of free market stall fees between 27 July and 17 August 2019.

2 Executive Summary

- 2.1 Urgent action was taken by the chairman of the resources committee on 17 June 2019 to approve the provision of free market stall fees on the market square for the trading period between 27 July and 17 August 2019 as part of the Beach event. This was to try to attract more traders to the market and to provide stalls for charities and business start-ups.

3 Appendices

- 3.1 Appendix A – Request for urgent action.

4

4 Proposed Action:

The committee is invited to:

4.1 RESOLVE to note the urgent action taken.

5 Background

- 5.1 The Beach event is popular with families and increases footfall in the market square. This presents an opportunity to promote the market, which has been reducing in size and popularity for a number of years.
- 5.2 Free stall fees have been offered in previous years, but take up has been minimal. However, there was a possibility that traders, charities or business start-ups could benefit from this window of opportunity.
- 5.3 The development committee has approved the permanent move of the market to Orient Place, where most stalls are now located and some stalls have been removed. However, the market square still retains a number of stalls that are available to rent and the Tuesday bric-a-brac market still takes place in this area.

6 Legal Powers

Section 3.3.08 of the council's constitution states that "When action is urgently needed and cannot be reasonably delayed for a decision of the council, or any committee, the relevant chief officer shall be authorised to take appropriate action. This action may only be taken after consulting the chairman of the relevant policy committee or, in their absence, their vice-chairman, and the chairman of the resources committee (or in their absence, their vice-chairman) in the case of a matter which has financial implications. The matter must be reported to the next meeting of the relevant policy committee concerned."

7 Financial and Value For Money Implications

The offer of free use may result in a marginal loss of income from fees. However, this is unlikely to be significant and can be met from existing budgets.

8 Risk Analysis

Nature of risk	Consequences if realised	Likelihood of occurrence	Control measures
Loss of income from pitch rents.	Modest increased pressure on the market budget.	Low/medium	Promotion of the market in this way could increase business to offset any loss after 17 August.

9 Implications for Resources

None

10 Implications for Stronger and Safer Communities

Increasing footfall and activity in the market square could improve security ad perceptions of safety in an area which has suffered from incidents of antisocial behaviour.

11 Implications for Equalities

None

12 Author and Contact Officer

Victoria Phillipson, Principal Property and Projects Manager

13 Consultees

Liz Elliott, Managing Director
Shaun Darcy, Director of Resources

14 Background Papers

None

REQUEST FOR URGENT ACTION
(In accordance with Section 3.4.09 Urgent Action of the Constitution)

REPORTING COMMITTEE: RESOURCES COMMITTEE

DATE OF NEXT MEETING: JUNE 2019

PURPOSE OF REPORT: TO SEEK APPROVAL TO PROVIDE FREE MARKET STALL FEES ON THE MARKET SQUARE FOR THE TRADING PERIOD BETWEEN THE 27 JULY AND 17 AUGUST 2019 AS PART OF THE BEACH EVENT. THIS WILL HELP TO TRY AND ATTRACT MORE TRADERS TO THE MARKET AND PROVIDE STALLS FOR CHARITIES AND BUSINESS START-UPS.

THE BEACH IS A FREE EVENT PUT ON BY THE COUNCIL OPEN FOR FAMILIES AND YOUNGSTERS TO ENJOY DAILY (APART FROM SUNDAY'S) BETWEEN 10AM AND 4PM. THE BEACH WILL OPEN SATURDAY 27TH JULY WHEN THERE WILL BE FREE BUCKET AND SPADES AVAILABLE FOR CHILDREN TO USE AS WELL AS OTHER ATTRACTIONS AND ACTIVITIES THROUGHOUT THE DAY.

THE GENERAL MARKET HAS RECENTLY BEEN RELOCATED TO ORIENT WAY THEREFORE THE MARKET SQUARE IS GENERALLY NOT BEING USED APART FROM ON A TUESDAY WHEN SOME OF IT IS USED FOR THE BRIC-A-BRAC MARKET. A NUMBER OF ASB ISSUES HAVE CONTINUED AND INCREASED ON THE MARKET SQUARE, BECAUSE OF THIS AND TO IMPROVE THE AREA SOME OF THE STALLS WILL BE REMOVED BEFORE THE BEACH EVENT TO PROVIDE A MORE OPEN AREA.

REASON FOR URGENCY: PROVIDING FREE STALLS NEEDS TO BE PROMOTED AS EARLY AS POSSIBLE IN ORDER TO INCREASE AWARENESS OF THE BEACH EVENT AND ENCOURAGE CHARITIES, BUSINESS START-UPS AND POTENTIAL NEW TRADERS TO TRY OUT THE MARKET.

KEY FACTS: AS PART OF THE BEACH EVENT IT IS PROPOSED THAT STALL FEES ARE OFFERED TO NEW AND EXISTING TRADERS FOR FREE. THIS IS AIMED AT ENCOURAGING POTENTIAL NEW TRADERS TO TRY WELLINGBOROUGH MARKET AT A FREE RATE.

FINANCIAL IMPLICATIONS (SEE BELOW): WNORSE HAS ESTIMATED THAT IF STALLS ARE OFFERED FOR FREE ON MARKET SQUARE ONLY THERE SHOULD BE NO FINANCIAL IMPLICATIONS. HOWEVER SHOULD THE ALL OF THE EXISTING TRADERS MOVE BACK TO THE MARKET FOR THE DURATION OF THIS EVENT THE INCOME LOST WOULD BE BETWEEN £868 TO £1316 FOR THE 3 WEEK PERIOD.

SIGNATURES:

• **REPORT AUTHOR:**



DATE: 17/06/19

• **CORPORATE DIRECTOR:**



DATE: 17/06/19

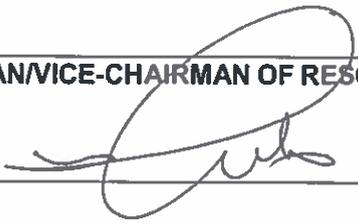
• **CHAIRMAN/VICE-CHAIRMAN OF COMMITTEE:**

DATE:

IF FINANCIAL IMPLICATIONS SIGNATURE OF:

NB: To comply with the Constitution this signed urgent action pro forma must be attached to a report to the next meeting of the Committee concerned.

• CHAIRMAN/VICE-CHAIRMAN OF RESOURCES COMMITTEE: DATE:

A handwritten signature in black ink, appearing to be 'J. W. ...', is written over the signature line of the form.

17/06/19,

NB: To comply with the Constitution this signed urgent action pro forma must be attached to a report to the next meeting of the Committee concerned.
August 2011