

**Report to the Meeting of Shaftesbury Town Council's
General Management Committee
to be held at 7.00pm on Tuesday 14th July 2015
in the Council Chamber, Town Hall, High Street, Shaftesbury**

Shaftesbury Street Market

1. Purpose of Report

To consider methods of enhancing Shaftesbury's Street Market

2. Recommendation

- 2.1. That the Committee resolves to target additional market traders to enhance and expand Shaftesbury Market.
- 2.2. That the Committee resolves to offer reduced pitch cost for pitches on Park Walk or new traders for a predetermined amount of time.

3. Background

- 3.1. Shaftesbury has a Charter for a Street Market which is held every Thursday on the upper part of the High Street.
- 3.2. Markets play an important role in the economic and social health of a town (Can the traditional market survive? - Communities and Local Government Committee publication)
- 3.3. In 2011, a member of the Grounds Team chose in his own time to visit other markets to promote Shaftesbury Market. He also asked our existing stall holders to see if their 'neighbours' would like to pitch at Shaftesbury. The result was that the market was full for the entire summer with some weeks being oversubscribed.
- 3.4. The Town Council has room for up to 15 pitches on the High Street, this is in part determined on the number and location of single and double pitches as there needs to be access to the side of every other pitch in case of emergencies. Single pitches are rented at £18.50 per week, double at £37. Detail of the market pitches and income for the last 10 weeks is attached at **Appendix A**.
- 3.5. Options that the Committee may wish to consider;
 - Production of leaflets to advertise Shaftesbury Market to target other market traders.
 - Invitation for Shaftesbury businesses to have a pitch
 - Use of Park Walk (maybe summer season only)
 - Discounted pitch fee for Park Walk for first xx number of visits
 - Discounted pitch fee for first visit on High Street

4. Financial Implications

- 4.1. To print 1,000 A5 B&W flyers in-house, including officer time – £50
- 4.2. Staff time / travel to other markets – up to 5 days total plus travel

5. Legal Implications

None arising directly from this report.

Report Author:
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Committee Services Officer

	30 Apr	7 May	14 May	21 May	28 May	3 Jun	11 Jun	18 Jun	25 Jun	2 Jul
Produce										
Cut Flowers	£ 18.50	£ 18.50		£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50
Bread	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50
Fish	£ -	£ 37.00	£ 37.00	£ 37.00	£ 37.00	£ 37.00	£ 37.00	£ 37.00	£ 37.00	£ 37.00
Cheese	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50
Vegetab les	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50	£ 18.50
Chicken				£ 18.50				£ 18.50		
Beef			£ 18.50	£ 18.50				£ 18.50	£ 18.50	
Plants	£ 37.00	£ 37.00	£ 37.00	£ 37.00	£ 37.00	£ 37.00	£ 37.00	£ 37.00	£ 37.00	
Clothes/ Gifts				£ 18.50	£ 18.50					
Total	£111. 00	£148. 00	£148. 00	£203. 50	£166. 50	£148. 00	£148. 00	£185. 00	£166. 50	£111. 00



Average Weekly Income £153.55

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