

# FAREHAM

## BOROUGH COUNCIL

### **Report to Licensing and Regulatory Affairs Committee**

**Date**                    **28 September 2021**

**Report of:**            **Head of Environmental Health**

**Subject:**              **STREET TRADING CONSENT CONDITIONS**

#### **SUMMARY**

This report seeks to amend the conditions of trading for Market Traders, in particular to require Market Traders on Fareham Market to trade from Blue and White gazebos where they do not have purpose-built units. The traders on Fareham Market have recently been given new Blue and White Gazebos following a Government funding opportunity that arose to support local economies and businesses adversely affected by restrictions resulting from the Covid-19 pandemic.

#### **RECOMMENDATION**

It is recommended that the Licensing and Regulatory Affairs Committee approves the proposed conditions for Street Trading as detailed at Appendix C to this report.

## **BACKGROUND**

1. In the summer of 2020, Officers from the Council's licensing team met with Bray Associates who manage the Markets in Fareham and Portchester on behalf of the Council and discussed the possibility of introducing uniform gazebos for market traders in Fareham. It was decided that this would be beneficial in terms of tidying up the look of the Town Centre on market day and would make it more attractive to shoppers and businesses alike.
2. The traders were informed that this was being considered and consequently, we received a lot of feedback from them. Due to the pandemic, the introduction of the gazebos was put on hold as it was felt that the financial impact of lockdowns and being unable to trade was difficult enough for traders without any additional financial burden. In addition, time was needed to consider the feedback received from Traders.

## **INTRODUCTION**

3. During November 2020 and January 2021, it came to light that there was government funding available which could cover the cost of the new gazebos meaning that there would be no immediate cost to traders, however, there was a limited amount of time in which we could apply for and use that funding.
4. The Council was allocated funding from the Department for Business, Energy and Industry Strategy. This was to be used for an Additional Restrictions Grant (ARG) Scheme to support local economies and businesses adversely affected by restrictions resulting from the Covid-19 pandemic. The Council had the discretion to determine how to use this funding in line with the guidance issued by the Government. One of the local schemes adopted to administer this funding was the Continued Support for Market Traders Scheme which went live on 21st April 2021. This enabled traders to have pitch fee reimbursements initially for much of 2020 and this then continued throughout 2021 effectively enabling traders to work free of charge and aid financial recovery for both the traders and the Town Centre.
5. Part C of the above scheme was the Gazebo Scheme. Under this Scheme, the Council agreed to allocate part of the ARG funding to enable the Market operator to purchase gazebos for use by the Fareham Market Town traders.
6. In June 2021, we began a tender and procurement process. We wrote to five different companies, inviting them to tender for the gazebos. Upon reviewing the returned tender packages, it was decided that Gazebo Land was able to offer the most advantageous tender in terms of cost, service and quality to procure the new gazebos for Fareham market traders. The gazebos were then distributed to the regular market traders in July 2021, with some stock kept for use by any casual traders that turn up for the market without a Blue and White Gazebo.

## **FAREHAM MARKETS NEW LOOK**

7. The new Gazebo's are now being used on a voluntary basis by the Fareham Market Traders, these having been supplied to them on a free of charge basis. Photographs of the market using the new Gazebos can be seen at Appendix A. They have significantly improved the look and appeal of the market and will hopefully have a positive effect on footfall and the overall vibrancy of the town centre on a Monday.
8. Two traders who have raised concerns with regards to using the new gazebos. One of

those traders has subsequently decided to cease trading at Fareham market and taken the Gazebos with him. There is currently one trader continuing to use the old-style bar work stall, claiming that the new Gazebo's are too difficult to erect. All of the other traders are using the new style blue and white gazebos, except the purpose-built units.

### **AMENDMENT TO STREET TRADING CONDITIONS**

9. In order to ensure, going forward, that the Gazebos continue to be used by all traders, particularly when they need to replace them, the Street trading Conditions need to be amended to make this a condition of trading at Fareham Market. The existing conditions can be seen at Appendix B and the proposed amended Street Trading conditions are attached as Appendix C of this report. The suggested condition to be added is:

“Traders working as part of Fareham Monday Market shall be required to use uniform gazebos with royal blue and white quarters.”

10. Any other amendments are simply a re-wording to fit with how the Council's delegation works in respect of Street Trading.

### **RISK ASSESSMENT**

11. There are no significant risk considerations in relation to this report

### **CONCLUSION**

12. In order to ensure that the improved look of the Fareham Town Centre Market is maintained, the Street Trading Conditions need to be amended as detailed in Appendix C of this report so as it would be mandatory for only blue and white gazebos to be used by those trading at Fareham Market, that do not trade from a purpose built unit.

**APPENDICES:** APPENDIX A – Photographs of new look Fareham Market

APPENDIX B – Existing Street Trading Conditions

APPENDIX C – Proposed amended Street Trading Conditions

**Background Papers:** None

**Reference Papers:** None

**Enquiries:** For further information on this report please contact Ian Rickman. (Ext 4773)