

Proposed reintroduction of Canterbury city market (and consultation with traders on Canterbury and Herne Bay market fees 2024/25)

Questions that must be answered are marked with a red asterisk (*).

If you are an existing street trader or market trader, please specify where you trade (i.e. Canterbury, Herne Bay).

Are you responding as...? * Please tick one box only

- A resident
- A visitor
- A current street trader, please specify where below
- A current market trader, please specify where below
- A potential new street trader
- A potential new market trader
- A business, organisation or community group, please provide the name below
- A city, county, parish or town councillor, please specify:
- Other, please specify:

Other, please specify: *

A business, organisation or community group, please provide the name: *

Canterbury Business Improvement District

A current street trader, please specify where: *

A current market trader, please specify where: *

A city, county, parish or town councillor, please specify:

- Canterbury City Council councillor, please provide your name below
- Kent County Council councillor, please provide your name below
- Parish or town council councillor, please provide your name and the name of the parish or town council below

Canterbury City Council councillor, please provide your name: *

Kent County Council councillor, please provide your name: *

Parish or town council councillor, please provide your name and the name of the parish or town council: *

Your thoughts on the reintroduction of the market

1. **Do you support the reintroduction of a Canterbury city general market? *** Please tick one box only

- Yes
 No
 Not sure

2. **Do you think the reintroduction of the market would add to the overall city centre experience? *** Please tick one box only

- Yes
 No
 Not sure

2a. **Why?** Please write in below

We support vibrant and diverse markets that would compliment the city's current offer, and markets that are carefully curated, taking into account the bricks and mortar offer, the city's events calendar and the needs and interests of residents and visitors. There needs to be a clear, joined-up strategy that serves both the needs of the city and the market traders. Any market or street trading layout should follow good urban design principles. Stalls should not block existing shops and should be laid out with ample space in between for circulation. A joined-up market offering has the potential to animate the city, and drive footfall and spend. However, the current istuation with street traders dispersed in seemingly random locations around the city blocking retail frontages (upon which business rates are based) is bad for business and customers. It is a disjointed offer that is not curated and does not offer cross-selling opportunities for traders.

left characters left

3. **How often would you like to see a market in the city centre? *** Please tick one box only

- Once a week
 Two to three times a week
 More than three times a week
 Other, please specify below

Other, please specify:

Two to three times per week so long as the offer is curated and takes into account the Christmas Market and the city's events calendar ie a joined up approach

4. **How important do you think the appearance of the market is in contributing to the overall appearance and feel of the city centre? * Please tick one box only**

- Very important
- Fairly important
- Neutral
- Not very important
- Not important at all

4a. **Why?** Please write in below

Experience and evidence shows that a pleasant appearance (cleanliness, layout, access, content, branding) has a positive economic, social and environmental impact, including an increase in footfall, dwell time and spend; a reduction in anti-social behaviour; and an overall improvement in well-being. Will there be standards requirements for anyone operating a market?

left characters left

5. **What should we do to make sure that the market adds to the appearance of the city centre?**
Please write in below

1. Prepapre a clear strategy for markets that is joined up with Council strategies, the BID Business Plan, the city's events calendar (including the public space in Whitefriars that is often used for markets and events). 2. Ensure the market is carefully curated, and compliments the wider city centre offer. 3. Enable a diverse offering - food, retail, entertainment - and include young people. The NMTF have a successful track record for supporting young market traders and they have developed a Operating Pack to support start-up markets.

left characters left

6. **The council is proposing to recruit a new market manager, at the cost of £45,000 (including on-costs). It is anticipated that this cost, plus the cost of waste removal and non-domestic rates will be covered over time through market and event fees. Do you have any comments?**

Please write in below

We support a dedicated market manager, but the key is how this role connects to the wider city centre offer. Will this role enable a co-ordinated market and events offering in the city or will it be in competition with events and other markets in the city, as it currently is?

left characters left

7. **What sort of products would you like to see on sale at the market?** Please write in below

Diverse mix that compliments the existing offer and is carefully curated, with a strategy. Fresh and locally sourced / made

left characters left

8. **What sort of products wouldn't you like to see on sale at the market?** Please write in below

left characters left

9. **Is there anything that would encourage you to buy from the market when it is reintroduced?**

Please write in below

Fresh and locally sourced / made, vintage. Diverse, including price - important to cater to residents and visitors.

left characters left

10. **What other events would you like to see happen within the new St George's Street area?**

Please write in below

The most important aspect is the strategy, curation and collaboration, and a clear process for anyone who wants to use the space. ideas: Live performance, screenings, youth engagement (ie, Soccerarena), markets.

left characters left

Thoughts from traders (current and prospective)

The following questions are specific to current street traders and prospective market traders. They cover the following areas:

- market day and time
- market fees
- market layout
- market management and promotion

With the reintroduction of Canterbury market expected for April 2024, it is anticipated that some street traders will also want to market trade. The following questions are an opportunity for you to express your opinions and preferred choices.

1. **What is your intention as a prospective market trader? *** Please tick one box only

- I only want to be a market trader
- I only want to be a street trader
- I want to be both a market trader and a street trader
- I'm not interested in being a market trader

2. **Do you market trade outside Canterbury district? *** Please tick one box only

- Yes, please specify below
- No

Please specify: *

3. **If you are a street trader, do you street trade outside Canterbury? *** Please tick one box only

- Yes, please specify below
- No

Please specify: *

4. **It is proposed that the reintroduction of the market would return on a Wednesday only, trading between 8am and 5.30pm. Do you support this proposal? *** Please tick one box only

- Yes
- No
- Not sure

4a. **Why?** Please write in below

left characters left

The below table summarises the proposed 2024/25 market pitch fees for Canterbury and Herne Bay as well as fees applicable to all market traders; including gazebo hire, and the use of electrical sockets.

Canterbury			
	2022/23 fee*	Proposed 2024/25 fee	Proposed increase
3x3m pitch	£49.18	£54.10	10%
6x3m pitch	£73.77	£81.15	10%

* Canterbury market was closed 2023/24

Herne Bay			
	2023/24 fee	Proposed 2024/25 fee	Proposed increase
Main period	£35.00	£38.50	10%
Kippur period	£15.15	£16.66	10%

All market traders			
Hire of a 3m (single frontage) gazebo (per day)	£13.80	£15.00	
Use of electricity (per trader, per day)	£4.00	£4.40	1

The below table summarises the proposed increase in street trading fees for 2024/25.

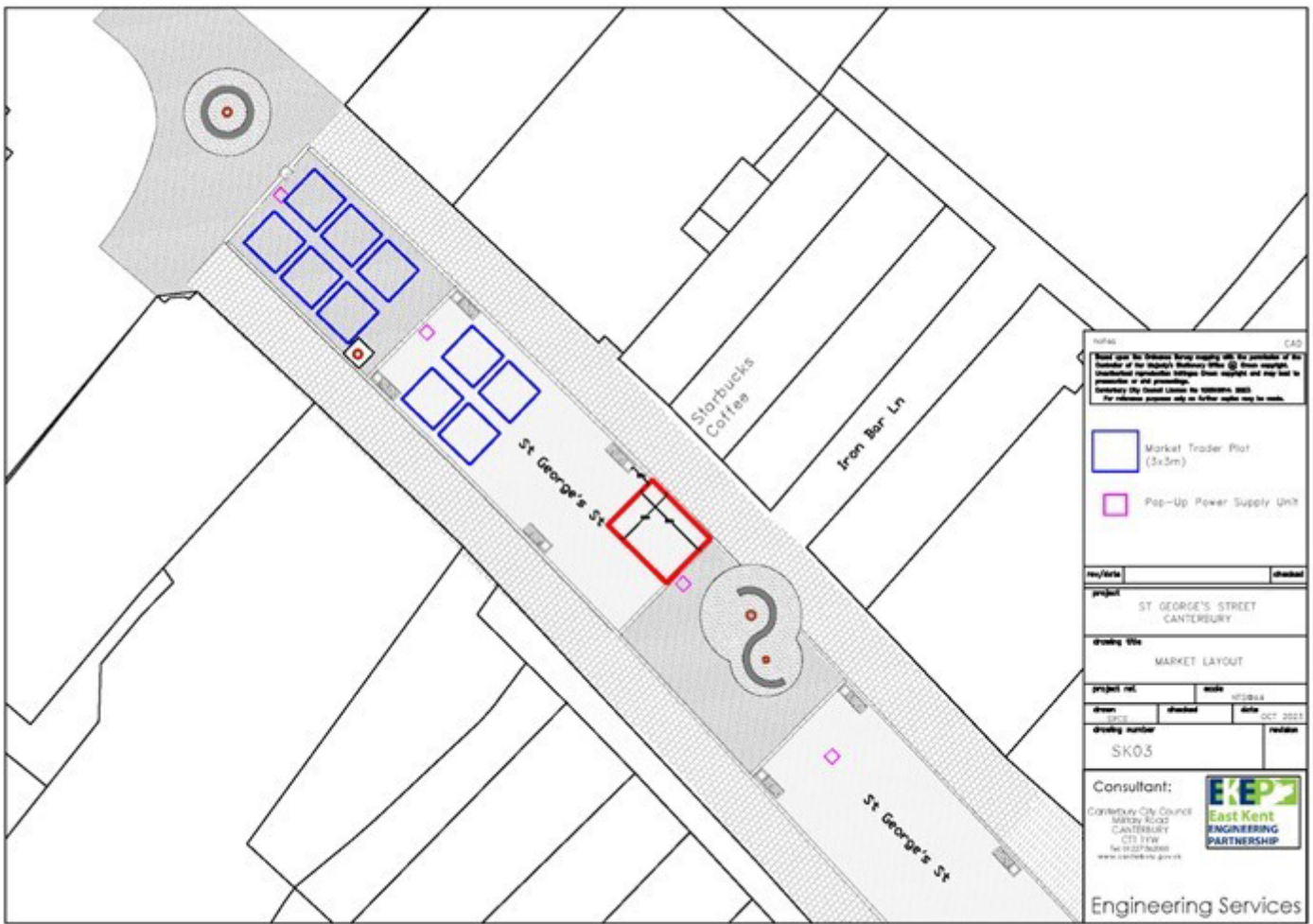
Street trading licence - daily charge

	2022/23 fee	Proposed 2024/25 fee	Proposed increa
Standard location pitch	£17.20	£18.92	10%
Prime location pitch	£28.75	£31.63	10%
Yearly administration fee	£114.74	£126.21	10%

5. **Do you have any comments on any of the proposed fees and charges?** Please write in below, specifying which fees you're referring to

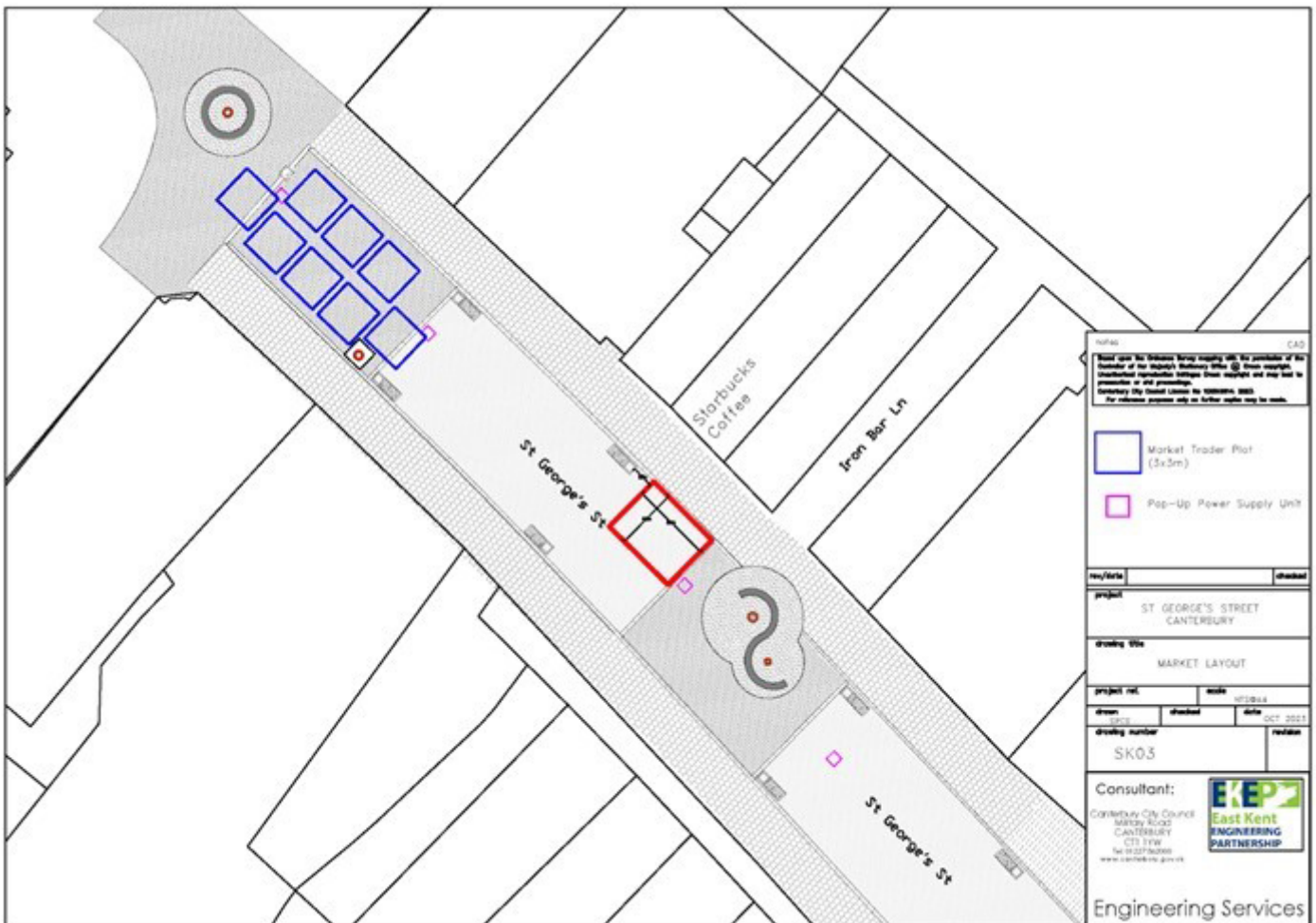
left characters left

The below indicative maps are based on how we envisage the market to look during its initial reintroduction. This may change over time should more traders come forward. Maps showing the proposed market trading pitches are shown below:



Map A

NB: these maps are based on a 3x3m pitch



Map B

NB: these maps are based on a 3x3m pitch

We would like to hear what you think of these two concept layouts, which you prefer and why.

6. **Which layout do you prefer?** * Please tick one box only

- Map A
- Map B
- Not sure

6a. **Why?** Please write in below

left characters left

7. **Do you support the proposed single pitch size of 3x3m?** * Please tick one box only

- Yes
- No
- Not sure

7a. **If no, please explain why** Please write in below

left characters left

8. **We're proposing to bring in a new market manager. What do you think are the most important roles for this person?** Please write in below

left characters left

9. **How do you intend to trade, for example from a food wagon, gazebo, barrow or in another way? Please note that gazebos will be provided by the council.** Please write in below

left characters left

10. **Do you need access to any particular facilities, for example electricity, water or anything else?** Please write in below

left characters left

11. **Do you have any other comments about the reintroduction of the market, and how this may impact you as a street trader or potential market trader?** Please write in below

left characters left

Corporate consultations

We have several corporate consultations coming up soon and we would like to hear from you. Which of the following corporate consultations would you like to be informed about? * Please tick those that apply

- Canterbury District Local Plan
- Transport Strategy
- Levelling Up Fund projects
- Climate Change Action Plan
- Air Quality Action Plan
- None
- Other, please state below

Other, please state:

If you'd like to be informed, and are happy for the council to contact you about corporate consultations, please tick the box to indicate your consent to us contacting you:

- I consent to being contacted by the council

How would you like to be contacted? *

- By email
- By post

Please provide your email address: *

lisa.carlson@canterburybid.co.uk

Please provide your details:

Title *

First name

Surname *

Address *

Address

Town *

Postcode *

How did you find out about this consultation? * Please tick those that apply

- Email from the council
- Council Facebook post
- Council Twitter post
- Council LinkedIn post
- Council website
- Word of mouth
- Other, please state below

Other, please state:

About you

The council has a legal duty to consider the needs of its diverse range of customers. As well as questions about our services we ask questions about you. Although you do not have to answer these questions, without this information the council will be limited in understanding whether views differ among different groups of people.

Canterbury City Council is the data controller and the only recipient of your personal data. Your personal information is processed under General Data Protection Regulations Article 6.1 (e) in the performance of an official duty. Your personal data will be stored for two years.

You have the rights to:

- Access your personal data
- Rectify or correct your personal data
- Restrict the processing of your data
- Complain to the Information Commissioner's Office

You also have the right to object to our processing of your personal data.

The appointed Data Protection Officer is Canterbury City Council's Head of Corporate Governance, who can be contacted by email at dataprotection@canterbury.gov.uk, by phone on **01227 862 175** or at the address below.

Canterbury City Council, Council Offices, Military Road, Canterbury, Kent, CT1 1YW.
Phone: **01227 862 000**. Web: www.canterbury.gov.uk

Please provide your postcode:

CT1 2UA

What age are you? Please tick one box only

- Under 18
- 18 to 25
- 26 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 to 84
- 85 and above
- Prefer not to say

What gender are you? Please tick one box only

- Male
- Female
- Prefer to self-describe (for example, non-binary, gender fluid etc), please provide further details below if you wish
- Prefer not to say

Prefer to self-describe (for example, non-binary, gender fluid etc), please provide further details if you wish:

Do you consider yourself to be disabled? Please tick one box only

- Yes
- No
- Prefer not to say

Thank you for taking the time to respond to this consultation.