

# SALISBURY CITY COUNCIL

## Report

**Subject** : Markets Update  
**Committee** : Full Council  
**Date** : 24 June 2024  
**Author** : Luke Marsden, Markets Officer

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### 1. Report Summary

1.1. This report provides an update on current market activities upon the Guildhall and Market Squares.

### 2. Background

**2.1 Layout and Market re-integration** Towards the end of 2023, the Interim City Clerk and Markets Officer discussed options for a reorganisation of the Market layout, post-pandemic.

A draft plan was redrawn and presented to the traders during February 2024.

Feedback from the Traders based on this plan was extremely negative. The majority felt that the changes would adversely affect their business and couldn't identify any real positive aspects. One trader felt so strongly against it that he approached the Journal, which published an article on the subject. Based on this feedback, the plan was dismissed in consultation with the new Chief Executive Officer.

After reviewing the options, Officers decided that the best course of action would be to move all existing traders from the Guildhall Square to the main Market Square. This would result in minimal disruption to the fewest number of traders.

Officers suggest that the new Market layout will bring a number of benefits including:

- The ability to use the full area of the Guildhall Square for events and such as Fayre on the Square and the Christmas celebration.
- The Square would be available for alternative income generating activities on Market Days, such as continental markets.
- Wedding parties would have full access to the Guildhall.
- Loading and unloading for craft fayre bookings would be possible.
- Having the traders all on the Market Square would make the market appear busier and create a better atmosphere.

A plan was drawn up utilising much of the unused and empty space on the market square to accommodate the Guildhall Square traders. The primary dependency for the move was the capacity of electricity outlets, with more traders requiring 32A connections, of which we currently have very few. The plan was agreed upon and is due to be implemented for the first time on Tuesday 18 June 2024.

**2.2 Power Issues and Upgrades** As mentioned, the current power boxes limit and dictate the market and event layouts. Many traders require a higher amp rating, but there are currently few of these connections, with the existing location being far from ideal.

Costs for carrying out this enabling work have been £6,705.43 and have been funded by new income generated by the Markets team, which will be covered later in this report.

**2.3 Van and Storage** The Council has been using its new electric van and utilises it fully. In addition, it continues to use the old diesel one.

The team have put forward a compelling case for why having two vans would be of benefit to the markets and events team:

- There is no allocated area for safely storing gazebo weights. The electric van has a scale that reports if it is overloaded, and the Guildhall cellar presents a health and safety risk due to the steep stairs. Currently, storage is split, effectively acting as a mobile store room without the need to rent, buy, or build additional storage.
- For larger or multiple events, having two vehicles is very useful. For example, the team recently had to set up the charter market and provide gazebos to Transition City in Elizabeth Gardens. This would have been difficult without two vehicles.
- The Communities team could potentially use the diesel van for their purposes. The van is kept at Bemerton Health Community Centre car park, so it is available for their use anytime.
- Carrying heavy loads is difficult in the electric van due to its weight. The van weighs 2.4 tons when empty, allowing only 1.1 tons before reaching its capacity.
- The estimated value of the van is around £3K-4k.

It was agreed that we could keep the old van for another 3 months and then a further evidence-based discussion would need to take place to decide its future.

There is a lack of storage at the Guildhall for market equipment, particularly gazebo weights. These add significant weight to the van and cannot be practically stored in the cellar. A potential solution would be building a small wooden store for the weights next to the grit store. This would allow easy access using pallet trucks. Officers are currently obtaining a quote for this to be built, with no perceived planning issues.

**2.4 Weekday Traders** Councillors may be aware of a selection of traders setting up throughout the week near Allum & Sidaway Jewellers. This has proved extremely popular with both the public and traders. If all traders continue to trade as they have been, this will generate approximately £18,500 of new income this year. The number of traders will need to stay at five or below, as anything over five is classed as a “market” and would breach the Charter.

A proportion of this profit has been reinvested in the increased the electrical capacity on the main Market Square, at the discretion of the Chief Executive.

**2.5 Future Options** The team are excited to offer many new ideas of additional trading that could take place to increase the variety of what we have on offer to the public and small businesses.

One such trial will be a monthly evening street food market during the summer months. This would include various food vendors, live music, and participation from local pubs and restaurants. If successful, this could be increased during peak summer months. Finances generated from this activity would include additional funding for the Environmental teams to offset any increases in demand.

The Markets Team and wider Business Team look forward to Matthew Hine joining the Council in the summer of 2024. Discussions during the interview and post-appointment have sparked numerous innovative income-generating ideas. The team are enthusiastic about starting work on these new initiatives when he joins the Authority.

### **3. Recommendation:**

It is recommended that the committee:

3.1. Note the report.

### **4. Wards Affected: All**

### **5. Background papers:**

5.1. N/A

### **6. Implications:**

6.1. **Financial:** As shown in this report.

6.2. **Legal:** None in relation to this report.

6.3. **Personnel:** None in relation to this report.

6.4. **Environmental Impact:** None in relation to this report.

6.5. **Equalities Impact Statement:** None in relation to this report.