**Appendix 4: Proposed Markets/Street Trading and Shop Fronts Fees and Charges – Consultation Report**

**Aim of Consultation**

Street and shop front trading fees and charges were last updated in April 2016, since then costs to the Council have significantly increased. It is proposed to update these in April 2020 to ensure that they are fair and transparent and so that these operations are self funding by the year 2021/22.

The Council has proposed detailed changes to fees and charges for permanent and temporary traders across Ridley Road, Broadway, Hoxton, Chatsworth Road, Kingsland and Well Street Markets, Shop Fronts and other miscellaneous sites.

**Methodology**

**When did the consultation take place?**

The consultation ran from 18th November to 31st December 2019, and was further extended to 15th January 2020 to allow written submissions from the Ridley Rd Traders Association which was sufficient to satisfy the minimum statutory period of 4 weeks.

**How could participants take part?**

Individual traders could take part in four ways:

* Paper Survey – A paper survey was posted to all licenced street traders together with all relevant supporting information including the consultation document, summary of proposed changes & freepost return envelope. Information was also provided on how to obtain further information and on how to complete the survey online.
* Further copies were also available at the drop-in events or on request from Market Services.
* Online Survey – An exact replica of the paper survey was created on the Council’s ‘Citizen Space’ consultation hub, including links to all relevant consultation material.
* Attendance at a drop-in sessions (please see below for details)
* During on-site engagement with traders by market staff (please see below for details)

**Drop-in sessions**

There were a total of eight drop-in events organised for traders at different times and days of the week to enable as many as possible to attend should they wish, with Market Officers present to discuss the proposed changes with traders and answer any questions that they may have. The team recorded all questions and feedback from the drop in sessions separately. Please see link below:

<https://docs.google.com/spreadsheets/d/1FiIjWCVgKcK-u0eL9d1GLWoRBx8FDIRkeJudWyU2mE4/edit?usp=sharing>

The sessions took place at both the Parking and Markets and Street Trading offices, on the following dates:

**Location:** **2b(ii), Kingsland Shopping Centre, Kingsland High Street, Dalston E8 2LX**

11th November: 11am - 12pm

15th November: 3pm - 4pm

19th November: 12pm - 1pm

26th November: 4pm - 5pm

**Location:** **136-142 Lower Clapton Road, London E5 0QD**

13th November: 5pm - 6pm

18th November: 5pm - 6pm

19th November: 5pm - 6pm

21th November: 2pm - 3pm

**Meeting with Ridley Road Traders - 21st November 2019**

Some of the Ridley Road traders expressed interest in having a separate meeting for Ridley Road traders only. This was accommodated based on the traders requests to have a meeting on a Wednesday or Thursday around lunch time.This was provided in the form of two (2) additional drop in sessions in the townhall and a further one (1) additional drop in session on the evening of the 5th of december 2019 bringing the total drop in sessions to 11 throughout the consultation process.

Please see the following link for notes of the meeting: <https://docs.google.com/spreadsheets/d/1FiIjWCVgKcK-u0eL9d1GLWoRBx8FDIRkeJudWyU2mE4/edit?usp=sharing>

**Feedback response from the RRMTA - 15th January 2020**

The Ridley Road Markets Traders Association (RRMTA) requested additional time to provide their feedback on the revised terms and conditions which was granted to them by the Head of Service.

See the feedback received from the RRMTA and the response the Council provided by going to the following link: <https://docs.google.com/spreadsheets/d/1FiIjWCVgKcK-u0eL9d1GLWoRBx8FDIRkeJudWyU2mE4/edit?usp=sharing>.

**Communications**

All licence holders received a copy of the consultation pack directly to their home addresses. These were posted to them before the 18th November 2019, including information on engagement activities such as drop-in sessions.

Posters were placed prominently across the market sites to both inform traders of the consultation and of the dates, times and locations of the drop-in sessions.

A further email was sent to all active licence holders who have provided an email address to the service as part of their licence application on the 15th of November and on the 19th of November 2019 to remind them of the dates for the closure of the consultation, provided links to the online hub and consultation documentation and details of the drop in sessions.

**Data Inputting and analysis**

Paper copies of the survey were returned to Market Services to be input manually onto Citizen Space for analysis. The statistical data and representations made have been analysed on Citizen Space by Council Officers.

**Who took part?**

**Traders**

A total of 35 individual responses were received as detailed in the table below. 1 response has been excluded as it has been submitted by a resident. The consultation was only open to active licence holders for shop fronts and street trading.

|  |  |  |
| --- | --- | --- |
|  | **Number of Licences** | **Responses** |
| **Market** | **Total** | **Total** |
| **Ridley Rd** | 183 | 12 |
| **Hoxton** | 43 | 3 |
| **Kingsland Waste** | 9 | 0 |
| **Broadway** | 121 | 7 |
| **Chatsworth Rd** | 71 | 3 |
| **Well St** | 2 | 0 |
| **Other** | 40 | 1 |
| **Shop Fronts** | 246 | 8 |
| **Total:** | 715 | 34 (5%) |

**Data Set**

Despite a concerted effort to engage with traders as described by the activities above over the extended consultation period, it is important to highlight that the data set for the consultation remained relatively small (34 or 5% as a response total out of possible 715 responses) making any meaningful in-depth analysis difficult to achieve and unreliable.

**Summary of Key Findings**

**Quantitative Data**

Overall, the responses suggest that respondents are divided on the proposed changes to the fees and charges. Of the 34 responses, **47%** disagree with the proposals, while **41%** agree with them. **12%** neither agree nor disagree with the proposals.

**42%** of Street Traders agreed with the proposed changes to the fees and charges and **46%** disagreed with them. **12%** remained neutral.

In terms of Shop Front responses, **50%** do not agree with the proposals, while **38%** do agree with them. In line with the numbers above, **12%** of responses have neutral feelings about the proposed changes to fees and charges.

It is important to note that there is only a 6% swing between agree and disagree in relation to the fees and charges proposals. This highlights an almost even split of trader views. Given that there were only 34 responses out of 715 potential responses available, the data suggests that there is no overall consensus on the proposed fees and charges.

**Qualitative Data**

Only 35 representations were made during the course of the consultation with 1 excluded from the process due to a resident submitting a response. The consultation was only open to active licence holders and feedback received covered the following relevant topics:

* Positive comments re proposed fees and charges
* Other comments re proposed fees and charges

6 representations provided no comments on the consultation feedback. 3 representations included comments that were not relevant to this consultation.

Full details of representations made can be found in the Qualitative Data (Representations) section of this document.

**Qualitative Data**

The findings from the consultation, although from a small data set, suggest that licensees are not in agreement with the proposals, as the table below demonstrates:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Agree** | **Neither/Nor** | **Disagree** | **Total** | **Overall Response rate (% of 34 responses)** |
| Street Traders | 11  (42%) | 3  (12%) | 12  (46%) | 26 | 76% |
| Shop Fronts | 3  (38%) | 1  (12%) | 4  (50%) | 8 | 24% |
| **Total** | **14**  **(41%)** | **4**  **(12%)** | **16**  **(47%)** | **34** | **100%** |

* **47% of respondents disagree with the proposed changes**
* 41% agree with the proposals
* 12% are neutral

Although the higher percentage of respondents disagree with the new fees and charges, the overall response rate (34 out of 715) suggests that there is minimal concern around the new proposals.

**Representations (Qualitative Data)**

There were a total of 34 written representations received from a potential 715 licence holders. One of the responses was excluded as the respondent was a resident. The consultation was only open to active licence holders.

Due to the low number of representations it is difficult to identify trends around these, however relevant feedback, grouped into sections, includes:

**Positive comments re fees and charges**

*I accept price increase*

***Broadway trader***

*All good satisfied with fees.*

***Ridley Road trader***

*Thank you very much for asking our comments. We agree on the proposed fees and charges..*

***Hoxton trader***

*Dont have much to say except that its good to have rules.*

***Broadway trader***

*1. Agreed food traders should pay more than non-food*

*2. Focus should be on supporting the market to grow as the market has been dropping footfall wise*

*3. A portion of fees should be used to pay someone to keep Broadway Market's social media running in a professional manner.*

***Broadway trader***

**Other comments re proposed terms and conditions**

*Under these proposals, my shop front trading licence will go up by 180% from £910 to £1639pa which is an extraordinary increase at a time when shops are struggling to survive. Hackney should be encouraging and supporting its independent retailers and market traders. My shop front trading costs the council zero and benefits the area as we sweep the pavement daily.*

***Shop Front trader***

*Broadway market has been run by the BMTRA for years without the need for an increase in trader fees, surprising that the LA sees fit to increase so soon after taking over. Agree that there should be a difference in fees for food/non food as generally food takings are a lot higher 90 per cent of the year round. The footfall at Broadway has dropped significantly over recent years so although it may seem busy from an outsiders point of view it isn't, especially if not selling food. What are the councils proposal to support the development of the market to revive it back to the market it once was. There's no social media which is having a big impact on the popularity of the market, the BMTRA has no money to ensure this carries on in the form of paying for it. Surely the priority of the council should be to bring the market up to its former glory and then think about fee increases. The market will cease to function without visitors and this is constantly dwindling, the council needs to fund a paid social media person to focus on the publicity for the market as a priority. I see no mention of this in the costs mentioned. Also there seems to be no mention of a market manager for the market, again something I believe BMTRA managed to fund from the weekly fees as well as donate to charity so surprised the LA cannot do the same*

***Broadway trader***

*We have no objections to the proposed increase to the Hackney markets fee's subject to increase is inline with the inflation rates. I have no objection because the fee paid by the market traders is a single fee payable to Hackney Council.*

*However, the proposed increase to Shop Front Trading and Tables licence deemed to be unfair to all shopkeepers who are already struggling with all current overheads such as rent, business rates, licensing fees, waste collection, utilities so on and so forth.*

*There are so many fees that we need to keep up with in this financially difficult and competitive market. All fees continue to increase and makes it very difficult for us to keep up which is a major threat to the future of our business.*

*We are already paying to Hackney, the business rates, premises licence fees (inc late night levy), waste collection and shop front licence fees which is unfair if compared to market traders with a single fee to pay, just the market traders fee.*

*We are already struggling to cope with all the overheads in this uncertain financial climate mainly due to political uncertainties and economic problems. If we see further increases, we have no option but to seize trading! As an employer of 12 employees, this means 12 families in the borough will get affected. On top of this, we are a business who continuously support local businesses and the local community. We buy all our fruits and veg from Dalston market, our beers are from local brewers and continuously support local Hackney schools as much as we could during their fundraising events.*

*As residents of Hackney, we have seen and appreciate the latest revised parking hours and fees, and I am sure our Hackney can do the same with the licensing fees to help us save our businesses.*

***Shop Front trader***

*UNACCEPTABLE*

*Over the past few months we have seen a gradual loss in traders*

*The way forward would be to incentivise traders by cutting costs not increasing them*

*A comment made to me last week was "If a business cannot sustain a £2 increase in overhead than its not a business" well i put it to you the same applies for Hackney Council*

*Over the past month average attendance in down by a third against this period last year*

***Hoxton trader***

*I started selling at Ridley Road Market between 2010 & 2011. I started trading at \_\_\_\_\_ market but because I was the only person where I stand and the market was not busy I moved back to Ridley Road Market at Dalston Road.*

*Since then I have been at Ridley Market, from the beginning the market was moving. Then for the past 2-3 years up till today, now I can see that lots of people are leaving because of the slow business being slow. Zone 3 area was £5.00 before now £10.00. For a space at times I earn £20.00 or £23.00 a day or less. £50.00 for the registration every six months and £50.00 for insurance every year.*

*I do not gain profit from business anymore but I am still managing with it.*

*My advice for the Hackney Market Council is to stop adding more money for the pitch/space so that we too can have something to take home thanks.*

***Ridley Road trader***

*I don't mind the fees increasing however the management and the standards of the markets must match the fees. There is not a lot of involvement with the traders without complaints. The current fees are expensive without basic facilities i.e. water supply/ electrical supply/ suitable parking and storage facilities. As a small business and completely self funded its an unrealistic and unsuitable practice that ultimately does not benefit anyone but the council. In order for traders to commit and maintain residency in a market there has to be accommodation and willingness to want to retain traders through accessibility, fees (direct and indirect), involvement and I don't think Hackney has grasped that yet. Although Ade is doing amazingly well at trying.*

***Chatsworth Road trader***

*I do not mind the council increasing the rent but I would like the council to increase the size of the pitches. I would like them to be bigger pitches. If the pitches were made bigger then the market would spread further down and it would be more full. The market would be more fuller in the areas that are empty now.*

***Ridley Road trader***

*I think fees should not go up as this will effect the market and shopfront trade.*

***Hoxton trader***

*Increase in payment fees is doubled and is an unreasonably large increase. The business already has had business rates doubled in the last two years. All additional fees/charges/taxes imposed by local + central government are killing off the high street.*

***Broadway Market trader***

*The rents at the moment are really tough to pay. Trade is terrible, things retail wise are getting worse. And yet the Council want to increase rents. It's really unacceptable.*

*Why don't the Council cut down on using so many market inspectors. I have never seen as many as this in 40 years. Why does the Council need so many?*

*Surely in these tough times you can cut 5 inspectors from the pay roll that might keep our rents from rising.*

***Ridley Road trader***

*Your proposed 12% increase for the weekly rent is way above the rate of inflation. The fee for the month for our pitch will be £36, which will bring the total amount payable for the monthly rent to £361. We have two adjoining pitches, which will bring the total to £722. In the current unstable economic climate and due to our daily reduced takings, this proposed increase is far too high.*

*The Council should also take into consideration our increased storage rates and parking expenses, which have also escalated.*

***Ridley Road trader***

The team recorded all questions and feedback from the drop in sessions separately. Please see link below:

<https://docs.google.com/spreadsheets/d/1FiIjWCVgKcK-u0eL9d1GLWoRBx8FDIRkeJudWyU2mE4/edit?usp=sharing>