

**11 November 2014**

**Licensing Committee**

**Proposed Fee for Young Entrepreneurs Markets 2015/16**

**Report of:** *Ashley Culverwell - Head of Borough Health, Safety and Licensing*

**Wards Affected:** *All*

**The report is:** *Public*

## **1. Executive Summary**

- 1.1** This report seeks Members agreement on a £5 trial fee for teenage market stalls. This follows recommendation from the Business and Town Centres Committee.

## **2. Recommendation**

- 2.1** That Members agree to a fee of £5 as highlighted in paragraph 4.1 of this report and further that this be formally reviewed in 6 Months time.

## **3. Background**

- 3.1** A two year license for Essex Farmers Market to operate a weekly Friday and Saturday Market in Brentwood High Street was agreed at the Business and Town Centres Committee 16 July 2014. The new Friday Market has been in operation since 3rd October 2014.
- 3.2** Developing new niche market offerings would further benefit Brentwood with a likely increase in footfall to the permanent shops in the town and the interest that this would create, all helping to complement existing retailers and businesses. The Portas Review also supported street markets to help maintain a healthy shopping hub and provide a valuable addition to the local economy, with benefits including:
- Supporting the local economy, businesses and retailers by increasing footfall
  - Attracting new visitors, local residents and shoppers
  - Providing a trading opportunity for small local producers and crafts people
  - Complementing existing retailers and businesses by providing a diverse and original product offer
  - Creating an attractive, colourful and welcoming atmosphere for customers

## **Young Entrepreneurs Markets**

- 3.3** This is not a new idea as teenage brothers in their hometown of Stockport in 2012 introduced something similar. This became an instant hit with young people in the North West. The event quickly gained widespread media attention and received online backing and support from Mary Portas, who described the Market as 'game-changing'. They aim to attract visitors, develop skills, invest in new talent and create a new local economy, as well as making use of markets' role as a hub to promote strong, safe and prosperous communities
- 3.4** As well as a retail offer, the markets include a performance element, giving a much needed platform for young people to showcase their unique skills and talents in areas like comedy, dance, drama and music. By offering a free platform to specialist areas like catering, hairdressing, art, music and fashion, as well as young enterprise and fundraising schemes, students can gain valuable hands-on experience for their future careers.
- 3.5** Markets operated by young people often include the following trader categories: Art; Crafts and Stationery; Fashion; Food and Drink; Illustration and Design; Jewellery; Photography; T Shirts; Textiles and Vintage, however, they will be subject to restrictions and conditions of the current Street Trading and Market policy.
- 3.6** This fusion of creative retail and live performance creates a thriving, bustling marketplace which will act as a catalyst to attract a new generation of shoppers and visitors to the town centre.
- 3.7** Essex Farmers Markets have agreed to operate the market in the High Street or Crown Street. They are looking to trial the market on a Sunday in the New Year after obtaining sufficient interest and commitment. They will be approaching local schools, colleges, universities, clubs and groups to offer students a chance to engage directly with their town centre. They have hosted a stall from Shenfield School on the High Street Market in previous Christmas Seasons, so have already established a relationship with the school.
- 3.8** The current license fee for a market stall is £21 per day. To facilitate the launch of this enterprise for young people, the Business and Town Centres committee have recommended that the Licensing Committee consider a concessionary trial rate initially of £5 per stall.

## **4. Proposals**

- 4.1** Members are asked to consider the recommendation from the Business

and Town centres Committee to set a fee of £5 in relation to Young Entrepreneur Market licences. Whilst below normal cost recovery levels for regular market stalls it is likely to be justified on the basis that these Markets will be overseen by adults such as Teachers, various group leaders etc and will be less frequent and of a smaller size to standard stalls.

- 4.2 The recommendation from the Business and Town Centres Committee was for the fee of £5 and also for this to be reviewed in 9 Months. However, Officers consider that given the requirement to ensure cost recovery that this should be formally reviewed in 6 Months.
- 4.3 It is anticipated that the requirement for enforcement and compliance requirements in relation to Teenage stalls will be minimal when compared to commercial stalls.
- 4.4 No licence will be issued to any person under the age of 17, although Teenagers who are under 17 years will be permitted to work the stalls and operate under provision of a licence held by an adult.

## 5. Implications

### Financial Implications

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- 5.1 The actual cost to the licensing service of administering and enforcing these licences will be monitored and reviewed formally as resolved and as appropriate.

### Legal Implications – Monitoring Officer Comment

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- 5.2 There is a right of appeal against a decision taken by the Licensing Committee in respect of the proposed increases to the fees and charges as set out in this report. Any appeal would most likely be by way of judicial review of the Committee's decision and if successful could result in costs being awarded against the Council

### Other Implications

### Equality and Diversity

- 5.3 Most aspects of licensing are strictly governed by statute, which

have undergone impact assessments at Central Government level. The Processes and Procedures have been designed to comply with legislative requirements and ensure that guidance and best practice are followed at all times. This allows for fair, open and transparent licensing processes with equality of access to licensing services for all.

## 6. Implications and References to Corporate Plan

6.1 *The proposal contained within this report links directly to the following priorities of the corporate plan:*

- **Street Scene and Environment** – *“Find new ways of working with our partners and communities and improve the way we play our part, to enhance the environment and attractiveness of the borough”*
- **A prosperous Borough** - *“Safeguarding public safety through a risk based regulation and licensing service”*
- **Localism** – *“Working with local businesses, community groups and the voluntary sector to develop projects that will enhance and support the local community”.*

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