

## **NORTH LINCOLNSHIRE COUNCIL**

**LEADER OF THE COUNCIL –  
REGENERATION, MARKETING AND  
STRATEGIC FINANCE CABINET MEMBER**

### **MARKETS ISSUES**

#### **1. OBJECT AND KEY POINTS IN THIS REPORT**

- 1.1 To suspend indefinitely the operation of the “50 Foot Rule” in relation to stall allocation at North Lincolnshire Markets.

#### **2. BACKGROUND INFORMATION**

- 2.1 The current Market Rules and Regulations provide that the Markets Manager should use discretion when allocating stalls having due regard to the goods sold on neighbouring stalls. Neighbouring stalls is defined as stalls in the same aisle/row up to 50 feet away (the 50 Foot Rule).
- 2.2 The application of this “50 Foot Rule” has meant that over recent years new potential traders were turned away where the traders proposals include the sale of similar goods to existing traders.
- 2.3 Given the current trend of decline in market trader numbers it is now felt that a strict operation of the “50 Foot Rule” is an unnecessary deterrent to the attraction of new traders.
- 2.4 It is proposed to suspend the “50 Foot Rule” indefinitely and that in an attempt to increase trader numbers, to allow the Markets Manager total discretion on the allocation of stalls to new traders.

#### **3. OPTIONS FOR CONSIDERATION**

- 3.1 The option is to approve or to not approve the suspension of the 50 Foot Rule.

#### **4. ANALYSIS OF OPTIONS**

- 4.1 It is the Market Manager's view that over recent years, had the 50 Foot Rule not applied, a significant number of new traders would have set up, particularly in Scunthorpe. The suspension of this rule will enable the Markets Manager to exercise discretion to see whether it is possible to attract other new traders to our markets.
- 4.2 The retention of the 50 Foot Rule will continue to result in turning away potential new traders who sell similar (but not identical) lines at a time when market trader numbers are in decline.

#### **5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

##### **5.1 Financial**

There are no direct financial implications arising from the report. Any resulting increase in stallholders may positively affect the markets budget position.

##### **5.2 Staffing**

There are no staffing implications.

##### **5.3 Property**

There are no adverse property issues.

##### **5.4 IT**

There are no IT implications.

#### **6. OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)**

- 6.1 There are no other implications.

#### **7. OUTCOMES OF CONSULTATION**

- 7.1 The Market Traders representative at the Market Traders Liaison Group were consulted on the proposal. They accepted the need to attract more traders and were willing to see a suspension of the rule thereby allowing the Markets Manager to use discretion when allocating stalls. They accepted that the Markets Manager in most cases would not look to allocate stalls selling similar lines adjacent to each other.

## 8. RECOMMENDATIONS

- 8.1 That the Cabinet Member agrees to suspend indefinitely the “50 Foot Rule” as it currently applies to North Lincolnshire Markets.
- 8.2 The Markets Manager is thereby authorised to use discretion when allocating stalls to new traders.

### **SERVICE DIRECTOR ASSET MANAGEMENT AND CULTURE**

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**Background Papers used in the preparation of this report:** Market Rules and Regulations