

**THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA  
REGULATION AND ENFORCEMENT REVIEW COMMITTEE**

**25 FEBRUARY 2015**

**REPORT BY THE ACTING DIRECTOR AND BI-BOROUGH HEAD OF WASTE  
AND STREET ENFORCEMENT**

**MARKETS AND ISOLATED TRADERS QUARTERLY PERFORMANCE  
MONITORING**

The purpose of this report is to inform Members about the performance of the Markets and Isolated Traders. In addition it will provide additional information on current relevant issues

**FOR INFORMATION**

**1. INTRODUCTION**

- 1.1 The report provides a quarterly view of the position regarding Street Trading within the Council. It brings together departmental performance information, along with data on overall vacancy rates and permanent licences issued.
- 1.2 In addition the report will update the committee on current issues, (unless a specific report is needed on a particular subject). The Street Trading Team continually strives to engage with stakeholders and traders within the market areas. This results in a continual review of what is happening in the markets.

**2. Street Trading**

- 2.1 Street trading takes place on 359 sites throughout the Royal Borough, but mainly in the two markets on the Portobello and Golborne Roads. The data below present a snapshot of street trading in the Royal Borough; over time, changes in these figures may disclose significant trends. Please note that the two first tables are not directly comparable. For example a single site may have a Friday trader and a different Saturday trader. If they both surrender their licences the net result is only a single vacant site.

**2.2 Permanent Street Trading Licences**

The table below shows over the year there has been a slight turnover of traders, gaining 4 permanent traders in comparison to 12 months ago. New temporary traders continue to be recruited, who then go on to become permanent. The Street Trading Office endeavours to engage with traders to offer advice and plan how to manage debt situations.

Number of traders with permanent street trading licences:

<b>Permanent Street Trading Licences</b>	<b>Sep-13</b>	<b>Dec-13</b>	<b>Mar-14</b>	<b>Jun-14</b>	<b>Sep-14</b>	<b>Dec-14</b>
7 day licence	11	11	10	10	10	10
6 day licence	112	115	115	115	114	114
2 day licence	58	57	56	57	57	57
Friday only	18	22	19	20	19	19
Saturday only	40	41	41	41	44	46
Saturday Westbourne Grove Antiques	10	9	9	8	9	10
Saturday Arts and Crafts	2	2	2	2	2	2
Parking (7 days – South section, Portobello Road)	30	29	30	30	30	29
Parking (2 day – North section, Portobello Road)	45	46	47	48	42	40
Parking (1 Day) only	6	7	7	6	6	6
Parking - Munro Mews	10	10	10	10	10	10

### 3.4 Vacancies

The vacancy table below shows minimal movement in the numbers. A number of these sites are on offer to traders. They are then given a period of time to consider the site offered and so the process can become drawn out. The food sites are split between hot food traders and fruit and vegetable traders in accordance with the agreed limits on hot food numbers. Officers continually receive requests from temporary traders to become permanent traders and the cycle takes place every 4 to 6 months.

<b>Section</b>	<b>Total no.</b>	<b>Sep-13</b>	<b>Dec-13</b>	<b>Mar-14</b>	<b>Jun-14</b>	<b>Sep-14</b>	<b>Dec-14</b>
<b>Portobello Rd:</b>							
Antiques	43	0	0	0	0	0	0
Westbourne Grove Antiques	10	0	1	1	2	1	0
New Goods	43	0	1	1	1	0	0

Food	71	6	6	7	7	4	5
Arts & Crafts	12	10	11	10	10	10	10
Second Hand and New Goods	72	44	44	42	42	43	44
Reduced rate Second Hand and New Goods (North of Golborne Road)	14	14	14	14	14	14	14
<b>Golborne Rd (Both Sections Perm )</b>	67	24	24	24	24	27	29
Second Hand and New Goods (south)		11	11	11	11	14	16
Food (North)		15	13	13	13	13	13
<b>Isolated Sites</b>	28	5	5	5	4	4	5

### 3.5 Quarterly Performance Report:

The table below outlines the overall monitoring activity of the Street Trading Office and its financial actions:

	Final Qtr 2013-14	Target 2014-15	Qtr 1 (June)	Qtr 2 (Sept)	Qtr 3
% of vacant pitches monthly	21.9%	20%	18.3%	17.66%	18.80%
Income £	£808,000	£820,000	£193,000	£207,490	£211,934
Cumulative				(£400,490)	(£612,424)
Debt	£24,115 48 traders	£12,500	£6080 (<30 days)  £16,080 (>30 days)	£5123 (<30 days)  £12,643 (>30 days)	£6746 (<30 days)  £18,408 (>30 days)

As a whole the Street Trading Office continues to perform well in collecting the relevant fees and charges. The vacant pitches percentage has risen due to the winter weather and is expected to pick up as this improves.

The Street Trading Reserve as at 31<sup>st</sup> March 2014 was £141,726. The current balance on the Markets Improvement Reserve is £73,533. A separate report will be presented in relation to fees and charges for the forthcoming financial year 2015-16.

### **3. Updates**

#### **3.1 Golborne Road Working Group**

Major streetscape improvements along Golborne Road, including a new signage strategy to link Golborne with Portobello, are being reviewed. Due to a part of the community not feeling the consultation was inclusive, a public meeting was held. A new working group was created and held a meeting to review the next stage of the process. This will shortly be re-presented at a meeting lead by Cllr Coleridge and the proposal will be then go out for consultation. Part of this review will be to establish the relationship between the market and cafes/restaurants and also to agree a standard for tables and chairs arrangements.

#### **3.2 Waste Collection Charges**

These are under review, in conjunction with the PGMC. This will be conducted by an independent consultant, yet to be appointed.

#### **3.3. Thursday All Day Trading**

The matter of the collection charges has not been resolved and so there is no change on this issue.

#### **3.4 150 Year Celebration of the Markets**

A programme is being developed in line with the £60k budget that has been agreed. The first formal activity will be the launch event to be held 23 February 2015 in the Mayor's Parlour. The key theme of the programme celebrations will be to get shoppers back to the markets.

**KATHY MAY**  
**ACTING DIRECTOR AND**  
**BI-BOROUGH HEAD OF WASTE**  
**AND STREET ENFORCEMENT**

**LYN CARPENTER**  
**BI-BOROUGH EXECUTIVE DIRECTOR**  
**ENVIRONMENT, LEISURE AND**  
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#### **Background papers:**

No background papers were used in the preparation of this report.

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