



# Canterbury city market and market trader fees

## Consultation responses

### 1. Introduction

Consultation on Canterbury City Council's (CCC) plans for the reintroduction of the Canterbury Market took place between Monday 13 November 2023 and Monday 8 January 2024.

Now that the St George's Street refurbishment is complete, the council has proposed to reintroduce the market in Canterbury city centre in April 2024. Street trading will continue as it currently does.

It is proposed that flexibility will be built into the market model whilst working with traders directly to ensure we bring on board anyone who wants to be involved in trading.

This consultation sought views on:

- support for the market's return
- the types of products people would like to see on sale, and items they would not like to see
- views on the introduction of a market manager
- the types of events people would like to see held in the market space
- the appearance and presentation of the market.

We also sought responses from current and prospective traders on their view for the days and times of the market, proposed fees, the layout of the market, and management.

A total of 183 responses were received.

## 2. Executive summary

### 4.1. Part 1 of the survey (all respondents)

- Overall, respondents support the reintroduction of the Canterbury market.
- A key feeling is that the return of the market will attract visitors back into Canterbury.
- Respondents have concerns that the market will take up space, obstruct walkways and make it difficult for wheelchair and pushchair users. Others expressed concerns that disabled parking could be affected during market times.
- Respondents agree that the appearance of the market is an important factor to consider in the market return, this includes the view of potential products on sale.
- Respondents commented that a uniform appearance of stalls with good spacing that are well maintained is needed as well.
- The variety and quality of products received a large number of comments. With people saying they would like to see a good variety on offer and for the quality of products to be ensured.
- Respondents felt that although it would be positive for the market to have a manager for oversight, the proposed wage is thought to be too high. There have been comments on the low budget assigned to the market in comparison to the proposed managers wages.
- 67% of respondents requested that the market offer fresh local produce as a priority, including vegetables, fish and meat etc. 34% wanted to see more craft products introduced and 20% wanted to see more clothing/fabric stalls.
- Respondents do not want to see stalls that stock cigarette or vape products on the market stalls. Also low quality mass produced items are not wanted alongside stalls selling phone items or electronics.
- Respondents said that fresh local produce and locally produced craft items are the kinds of products that would encourage them to buy from the market. Another key point was wanting to see fair prices for products that would encourage more people to buy.

- When asked about events respondents were split, with some advising no events to be held in the same area of the market or events to be held on days where the market is not held.
- Others want to see more music events in the area, events for buskers and street artists as well. Seasonal and cultural events are also requested as well.

#### 4.1. Part 2 of the survey (current/prospective traders)

- Traders feel the return of the market is a positive thing. Attracting footfall back into Canterbury is essential for the health of the city.
- There is a feeling that stalls and gazebos should all conform to certain standards.
- And that the products on offer contribute a lot to the appearance of the market.
- All the respondents agreed that high standards of cleanliness are essential to the market appearance. Also ensuring that stalls are grouped well together but well maintained with good spacing is very important.
- Some responses regarding the proposed Market Manager are that it is fair if the position is required but also that the manager should limit any preferential treatment and not allow standards to drop. Alternatively there are views that the proposed wage is too high for the position and the wage should be lower.
- All respondents agree that fresh produce is what should be on sale at the market. Also craft goods would be another product they would like to see.
- Vapes and mass produced, low quality items were products that should not be seen on sale at the market.
- The proposed times of 8am to 5:30pm were seen as fair times however it was highlighted that an addition of a second trading day would be more sustainable for traders.
- Respondents felt that the fees are fair if the gazebos are of good quality but that the fees should not increase any higher than this.

### 3. Consultation methodology

Consultation took place between Monday 13 November 2023 and Monday 8 January 2024. The following methods were used to seek views:

- an online questionnaire, which received 180 responses, 5 of these were from market traders
- a paper version of the questionnaire, of which two were returned
- written representations were also welcomed and 3 were received.

The consultation was promoted in the following ways:

- an article on the council's newsroom site
- posts on the council's social media channels
- an in-person meeting where council officers were present to answer questions and take suggestions from the public.

Additionally, the following stakeholders were emailed directly to encourage them to respond to the consultation:

- Current Canterbury street traders
- Parish councils
- CCC councillors
- Relevant KCC councillors
- Residents' associations
- Local 'Friends of' groups
- Canterbury Connected Business Improvement District (BID)
- Canterbury Archaeological Trust
- Canterbury Green Party
- Canterbury Inter Faith Association
- Canterbury Society
- Canterbury Society
- Canterbury Action for Sustainable transport
- Canterbury College
- Cathedral Court Residents Association
- C4B
- CPRE Kent
- CPRE Kent
- East Cliff Neighbourhood Panel
- English Rural Housing Association
- Ethnic Minority Independent Council (EMIC)
- Ethnic Minority Independant Council
- Herne Bay and District Chamber of Commerce
- Hi Kent
- Hilltop Community
- Home Builders Federation
- Chamber of Commerce
- Invicta Chamber of Commerce
- Local Democracy Forum
- Moat Housing
- Mono Consultants Limited
- SPOKES East Kent Cycle Campaign
- St Mildreds Area Conservation Society SMACS
- The Crab & Winkle Line Trust
- The Canterbury Academy Trust
- The Gardens Trust
- The Georgian Group
- The Ickham, Littlebourne and Wickhambreaux Society

- The Open Spaces Society
- The Society of Sturry Village
- The Talk of Tankerton
- The Twentieth Century Society
- Theatres Trust
- Whitstable Improvement Trust
- Visit Kent
- Canterbury Climate Action Partnership
- Canterbury Christchurch Student Union
- University of Kent Student Union
- UCA Student Union
- Age UK Canterbury
- Canterbury Inter-Faith Association (CANDIFA)
- Disability Advisory Panel (DAP)
- Ethnic Minority Independent Council (EMIC)
- HiKent
- Nigerian Community Association
- Polish Educational Club in Kent (PECK)
- Karibu Community Action Kent
- Kwan Ngei Chinese Association
- Canterbury and District Jewish Community
- Canterbury Muslim Cultural Centre
- Kent County Council - Highways
- Stagecoach
- Whitefriars
- Marlowe Society
- English Heritage
- World Heritage Committee
- Pride
- Visit Kent
- Canterbury Cathedral
- Canterbury Festival
- Continental Drifts
- Kent Cultural Transformation Board
- Canterbury Tales of England
- Canterbury Archaeological Trust
- Relevant licence holders

## 4. Findings

*NB: Percentages have been rounded to the nearest decimal point*

### 4.1. Questionnaire responses

A total of 180 completed questionnaires were submitted, all but two of which were online.

#### 4.1.1. Respondent profile

Over 85% of respondents are residents of the Canterbury district.

Respondent type	Percentage
A resident of the Canterbury district	85.1% (149)
A visitor to the Canterbury district	8% (14)
A worker in the Canterbury district	0.6% (1)
A business, organisation or community group	5.1% (9)
A city, county, parish or town councillor	1.1% (2)
An MP	-

The majority of people responding were aged between 35 and 74.

Age	Percentage
Under 18	-
18 to 25	1.1% (2)
26 to 34	4.6% (8)
35 to 44	15.4% (27)
45 to 54	14.3% (25)
55 to 64	18.3% (32)
65 to 74	25.7% (45)
75 to 84	11.4% (20)
85 and above	1.7% (3)

*NB: 13 (7.5%) respondents did not give their age*

There was a fairly even split among genders, however more females responded than males.

Gender	Percentage
Male	41.7% (73)
Female	46.9% (82)
Prefer to self-describe (for example, non-binary, gender fluid etc)	1.7% (3)

*NB: 17 (9.7%) respondents did not give their gender*

#### 4.1.2. Thoughts on the reintroduction of the market

There is a good level of support for the market returning to Canterbury with a feeling that the market would enhance the experience and feeling of the city.

Level of support for the reintroduction of Canterbury city general market	Percentage
Yes	76.6% (134)
No	17.1% (30)
Not sure	6.3% (11)

Enhancement on overall city centre experience	Percentage
Yes	75.4% (132)
No	18.3% (32)
Not sure	6.3% (11)

Respondents were asked why they thought the reintroduction of the market would, or would not, add to overall city centre experience. The following comments were received:

- Gives character and experiences to the city: 45 comments
- Market will bring people to Canterbury: 43 comments
- Bad quality products will not be good for a new market: 27 comments
- More produce and variety available: 20 comments
- Market looks untidy: 18 comments
- Helps the wider Canterbury economy: 15 comments
- Gives opportunities to small businesses: 14 comments
- Market takes up space and can obstruct walkways, difficult for wheelchair and pushchair users: 13 comments
- Potentially more cost effective for residents: 13 comments
- Creates chances for social/generational interaction: 11 comments
- Will impact the current feel and updated new space and affect the city atmosphere: 7 comments
- Will improve the city if clean and tidy: 6 comments
- Will impact the current local business and shops: 4 comments
- Negative atmosphere and antisocial feeling comes with markets: 4 comments
- Look towards other Markets like Faversham or Deal: 4 comments
- Depends on the frequency of Market days: 3 comments
- Could encourage local produce and crafts lowering the carbon footprint: 3 comments
- Market needs to be centralised instead of spread out: 2 comments
- Market will damage new paving: 2 comments



- Market location will affect disabled parking spaces: 1 comment
- Market return will be good if fees are fair and maintained: 1 comment

It is felt that the market should be held more frequently.

The appearance of the market in contributing to the feel of the city is very important to a large number of respondents.

Frequency of market (how often would you like to see the market?)	Percentage
Once a week	26.9% (47)
Two to three times a week	46.3% (81)
More than three times a week	9.7% (17)
Other	17.1% (30)

Importance of the appearance of the market (in contributing to overall appearance and feel of city)	Percentage
Very important	57.7% (101)
Fairly important	25.7% (45)
Neutral	9.1% (16)
Not very important	4.6% (8)
Not important at all	2.9% (5)

Respondents were asked how important they thought the appearance of the market is in contributing or not contributing to the overall appearance and feel of the city centre. The following comments were received:

- Appearance is essential to bring more visitors and keep them returning: 33 comments
- Gives a busy and energetic feel to the city: 28 comments
- Has to keep within the theme of the city: 27 comments
- Products for sale will impact on appearance: 23 comments
- Market needs to be kept tidy. Function is just as important as looks: 17 comments
- Location is important for the market appearance: 9 comments
- Market should have a uniform appearance: 8 comments
- Market traders friendliness is more important than the appearance of the market: 7 comments
- Market needs to be adequately spaced apart: 7 comments

- Market appearance would have no positive impact for the city: 6 comments
- Market should be vibrant and colourful: 5 comments
- Poor appearance could encourage littering: 5 comments
- Other neglected buildings could impact market appearance: 2 comments
- Market only contributes a small part of the appearance and feel of the city centre: 2 comments
- Fair prices are more important than the appearance of the market: 2 comments
- Market should not be within the main city: 2 comments
- Look to other markets like Faversham or Deal for guidance: 1 comment
- Market appearance should be similar to the old market: 1 comment
- Market needs to be centralised for its appearance: 1 comment
- Neatness is not essential for a market: 1 comment

Respondents were asked for suggestions relating to what can be done to ensure the market adds to the appearance of the city centre. The following comments were received:

- Provide a uniform appearance to stalls: 38 comments
- Ensure quality of products available: 35 comments
- Well maintained, well spaced stalls: 28 comments
- Good variety on offer: 21 comments
- Ensure no litter, and market area remains clean: 16 comments
- Loosen restrictions over the market traders and allow traders to operate independently: 6 comments
- Not put the market in the city: 6 comments
- Move the market to a new location: 6 comments
- More street food/fresh local produce available: 5 comments
- Bring events, music to the market: 4 comments
- Add signage and make traders more visible. Communicate and advertise the market: 4 comments
- Look to other markets like Faversham or Deal for guidance: 3 comments
- Encourage local traders: 3 comments
- Centralise market location: 3 comments
- Vet/Screen traders: 3 comments
- Allow individuality in the appearance of the market stalls where possible: 3 comments
- Add a general seating area: 2 comments
- Reduce and limit overcrowding: 2 comments
- No music or keep noise low: 2 comments
- Ensure market is accessible for disabled and neuro-divergent visitors: 1 comment
- Ensure security/police show presence to reduce ASB: 1 comment
- Promote diversity where possible amongst traders: 1 comment
- Limit the space allocated to the market area: 1 comment
- Remove street trading stalls: 1 comment
- The appearance of the market is not a concern: 1 comment
- Include young people in the market: 1 comment
- Give themes to the stalls, mediaeval, to keep historic traditions: 1 comment

Respondents were asked for comments on the recruitment of a new market manager.

The consultation advised respondents that this cost, as well as the cost of waste removal and non-domestic rates would be covered, over time, through market and event fees. The following comments were received:

- The wage proposed is too high for the position: 33 comments
- A manager would be positive for the market to provide oversight: 30 comments
- There is no need for a market manager: 10 comments
- The position should be self funding: 10 comments
- A manager would be fine for the market: 9 comments
- Any increase of rates should not negatively affect the traders or the public: 8 comments
- Any market manager should relate well to traders, understand their needs: 7 comments
- Council limited funds should not be used for this position: 6 comments
- Manager should ensure the market is kept tidy and waste is dealt with responsibly: 6 comments
- Market should grow and attract business under a manager: 6 comments
- Manager should have a good attitude and ability to engage and promote the market to the public: 5 comments
- A manager needs to have good local knowledge and direct experience of markets: 5 comments
- Rates from traders won't cover the position: 4 comments
- Council would need to ensure a manager is supported and granted the right authority to enforce rules and guidelines: 4 comments
- If market quality is not higher than it was then there is no need for a manager: 3 comments
- A single manager would not be the most suitable approach: 2 comments
- Internal Council employee should be resourced at no additional cost for the role: 2 comments
- Market Manager should coordinate regular events and include local charities and groups: 2 comments
- The position should double as an events manager as well: 1 comment
- Is a full time market manager required for a 2 1 day a week market: 1 comment
- Manager needs to be present and onsite during the market: 1 comment
- The proposed wage is too low to attract quality applicants to the position: 1 comment
- Look to other markets like Faversham or Deal: 1 comment
- How will the post be vetted and recruited for: 1 comment
- Council should not be in charge of the market. Should be an external enterprise: 1 comment

The following comments were received regarding the sort of products people would like to see on sale at the market:

- Fresh local produce, farm products, deli stall, veg, meat, fish etc: 118 comments
- More craft products: 60 comments
- Clothing/Fabric stalls: 36 comments
- Flowers and plants: 21 comments
- A wider variety of products available: 11 comments
- Varied food from many cultures: 8 comments

- Products similar to the previous markets: 7 comments
- Farmers style market: 6 comments
- Sustainable items, refillable products, recycled clothing: 4 comments
- No particular view: 4 comments
- Fair prices for products on sale: 4 comments
- No low quality products: 3 comments
- Repair/Maintenance stalls: 3 comments
- Food stalls: 3 comments
- Jewellery: 3 comments
- Booths for support with living and health: 2 comments
- No tourist focused products: 2 comments
- No products as not in support of the market: 2 comments
- No restrictions on products to sell, as long as no illegal items: 1 comment
- Electronics: 1 comment
- A restriction on food stalls: 1 comment
- Antiques: 1 comment

The following comments were received regarding the sort of produce that people wouldn't like to see on sale at the market:

- No vaping or cigarette paraphernalia: 56 comments
- No low quality, mass produced or disposable items: 29 comments
- No phone repair stalls, phone items or electronics: 22 comments
- No clothing/fabric stalls: 14 comments
- No fast food, strong smelling foods or meats on display: 12 comments
- No tourist items: 10 comments
- There should be no restrictions on items: 6 comments
- No products that directly compete with local stores: 6 comments
- No second hand stalls/products: 5 comments
- No single use plastics: 4 comments
- No illegal items or age restricted items: 3 comments
- No trade stands: 2 comments
- No alcohol: 2 comments

Respondents were asked if there is anything that would encourage them to buy from the market once reintroduced. The following comments were received:

- Well made local produce (Fruit & Veg, craft items): 57 comments
- A need of quality products: 20 comments
- Good fair prices: 19 comments
- Well presented and well organised market: 14 comments
- A wide variety of items: 13 comments
- Cheaper, more accessible parking. More disability parking: 10 comments
- Good communications in advance of market days: 7 comments
- Friendly and inviting atmosphere, with local traders: 6 comments
- Ecologically viable and sustainable products, like refillables: 5 comments
- No products would encourage purchases: 5 comments
- Look to other markets like Faverham or Deal for guidance: 3 comments
- More market days and trading days on the weekends: 2 comments

- Nothing as do no want market: 2 comments
- Ensure good transport links and possibly extra services on market days: 1 comment
- Stall traders that offer multiple payments options: 1 comment
- Seating areas: 1 comment
- Council funded voucher schemes to spend at the market: 1 comment
- Police or security presence must be at the market: 1 comment

Respondents were asked what other events they'd like to see happen within the new St George's Street area. The following comments were received:

- Music events: 35 comments
- Street artists: 20 comments
- Food and drink events: 16 comments
- Community events/active participation events: 15 comments
- No events should be held: 14 comments
- Busking events: 12 comments
- Community safety stalls, such as fire safety: 11 comments
- Seasonal entertainment, celebrations: 9 comments
- Cultural celebrations/events: 7 comments
- Second hand stalls/fairs: 6 comments
- Historical events: 6 comments
- Craft events/Showcases: 5 comments
- Local promotions: 2 comments
- Sports, wellbeing and health events: 2 comments
- Better management of local buildings and business: 2 comments
- Events focused for Children: 2 comments
- Noise free events: 1 comment
- Look to other markets like Faversham or Deal for guidance: 1 comment
- Events that do not compete with market trading days: 1 comment

#### 4.1.3. Thoughts from traders (current and prospective)

Respondents in this section were asked to outline their intentions, in terms of their current market activities and also future plans.

Intentions as a prospective market trader	Percentage
I only want to be a market trader	40% (2)
I only want to be a street trader	20% (1)
I want to be both a market trader and a street trader	40% (2)
I'm not interested in being a market trader	-

Respondents were asked if they market trade outside of the Canterbury district.

Market trading arrangements (outside Canterbury district)	Percentage
Yes	-
No	100% (5)

Respondents were asked if they street trade outside of the Canterbury district.

Street trading arrangements (outside Canterbury district)	Percentage
Yes	20% (1)
No	80% (4)

*NB: 1 (20%) respondents answered 'Yes' and specified: Pitch 17*

Respondents were asked if they support the proposal for the market to return on a Wednesday only, trading between 8am and 5.30pm.

Level of support for proposed market day and time	Percentage
Yes	60% (3)
No	-
Not sure	40% (2)

Respondents were asked why they either support or oppose this proposal. The following comments were received:

- Agreeable times: 2 comments
- Provide a second day for trading: 1 comment

Respondents were asked for any comments on the proposed fees and charges.

This section encompassed the following:

- the proposed 2024/25 market pitch fees for Canterbury
- the proposed 2024/25 market pitch fees for Herne Bay
- the proposed 2024/25 fees for gazebo hire and the use of electrical sockets (per day)
- the proposed 2024/25 fees for street trading fees.

The following comments were received:

- Fee is fair if good quality gazebos are offered: 1 comment
- Fee is fair but should not go higher: 1 comment

From the two options shown, respondents were asked to state which market map layout they preferred. Two thirds of respondents preferred Map A with others being unsure. No respondents favoured Map B.

Preference of market map layout (Map A/Map B)	Percentage
Map A	60% (3)
Map B	-
Not sure	40% (2)

When asked why, respondents stated that Map A would allow for more space and be more visually appealing.

Respondents were asked whether they support the proposed single pitch size of 3x3m. Overall, there seems to be no objection to the proposed pitch size with two thirds of respondents showing support.

One respondent did comment that although the pitch size seems adequate, there may be some people that need more space.

Support for pitch size (3x3m)	Percentage
Yes	60% (3)
No	-
Not sure	40% (2)

Respondents were asked for their views on the introduction of a new market manager. The following comments were received:

- Wage is too high to be justified: 1 comment
- Fair proposal if it's needed: 1 comment
- Ensure manager is fair and does not give preferential treatment: 1 comment

Respondents were asked how they intend to trade (i.e. from a food wagon, a gazebo, etc). The following comments were received:

- Gazebo: 2 comments
- Food wagon: 1 comment

Respondents were asked if they need access to particular facilities (i.e. electricity, water, etc). The following comments were received:

- Electricity: 3 comments
- Water: 1 comment

Respondents were asked for any other comments about the reintroduction of the market. The following comments were received:

- I am against the policy where traders need to give 24 hours notice if they don't wish to trade, otherwise full pitch is payable. With the best will in the world, we could spend all the day before preparing baked goods to find at 7am that 50-60mph winds have begun. Trading at this stage puts staff and public in danger (even with 60kg in weights), and the market manager should at this stage decide whether it is safe to trade. If it is not safe to trade, no charge should apply. Losing 300-400 worth of produce on days like this is hard enough, without being told we need to pay £50 pitch fee on top. It encourages trading in unsafe conditions which is a bad incentive structure for all: 1 comment



- I think anything that brings more people into canterbury are good. Canterbury is actually a great attraction for the local and wider area and another event would only increase this: 1 comment
- A well managed market would always have a positive impact: 1 comment

## 4.2. Written representations

A total of 3 written representations were received.

### 4.2.1. A resident

A resident submitted the following comments via email:

*[...] I do not have any objections in principle providing it is limited to the sale of quality foodstuffs but under no circumstances do I wish to see clothing, junk food, vapes and trashy cheap imported Chinese tat and plastic goods as these only serve to detract from the City as a major cultural, historic and heritage city of international renown.*

### 4.2.2. A resident

A resident submitted the following comments via email:

*[...] I would like the market to return selling items like fish and meat and groceries.*

### 4.2.3. A current street trader

A current street trader submitted the following comments via email::

*[...] I believe it's very important that I make the following points, on behalf of former Canterbury Market traders, which I'd like you to make note of:*

- 1. When you came to my stall last week I made it clear to you that the market traders only want to trade from 6m x 3m market stall pitches - not 3m x 3m pitches.*
- 2. As I also made clear at the public consultation meeting on 13th December, Canterbury Market's usual trading days have always been Wednesdays and Fridays. At an earlier meeting, I had agreed to surrender Friday as a trading day only on the understanding that market pitch rents would remain at the current street trading pitch rent ie £28.75.*
- 3. At the public consultation meeting, both you and Alan Baldock denied this deal had ever been done and Alan stated that if this was my understanding, there had been "confusion." If that was so, (although the other street trader present at that original meeting had exactly the same impression as my own), and **no** deal had actually been agreed, then there was also **no** agreement on my part to surrendering Friday as a trading day.*
- 4. The council's proposed fee of £81.15 is unworkable for a pitch fee for an 6m x 3m stall. As stated in this press story, £38.50 is the proposed rate for a stall at Herne Bay and it's my understanding that the rate for a stall at the thriving Faversham*

Market is £1 per foot on weekdays and £2 per foot at weekends ie £40 for a 20ft stall (it is actually only £1.60 per ft to regular traders.) As you were told straight after the consultation meeting ended on 13th December, £40 is considered to be a workable fee for us - especially as the market needs to re-establish itself in this coming year.

5. The council states in this press story: "Bringing the market back is estimated to cost the council up to £61,000 and we, quite rightly, have to consult the public on this potential new spending, as part of our overall 2024/25 budget consultation." However, that £61,000 budget quoted is mainly taken up with the proposed £45,000 salary for a Market Manager for whom you don't even have a job description yet. Can you please tell me:-
  - A. Is this position going to be advertised externally or only internally within CCC?
  - B. Do you really think it's fair that market rents should be used to subsidise the salary for this position when the only thing you do appear to know about this new "manager" role is that this person will be expected to organise market events which have nothing to do with Canterbury Market traders?
6. It's also my understanding that you are closing down comments and discussion from potential market traders by telling us we must put any questions or comments in the consultation document but we cannot do this as the consultation is now considered invalid as it refers only to market trading on Wednesdays, instead of Wednesday and Fridays. (NB as per point 2, above no deal was done to surrender Fridays if the lower pitch fee wasn't agreed). Furthermore, the maps show only spaces for 3m x 3m stalls with no reference to 6m x 3m stalls. Consequently, traders cannot and will not engage with or complete what's considered to be invalid consultation forms containing inaccurate information.
7. At the meeting on 13th December, Alan Baldock made clear that we don't have to use the consultation form but we can write a letter regarding issues arising from the consultation document, which is what I have done here, to reach you ahead of the Christmas period and the consultation deadline.
8. What we require is the following:-
  - A. 6m x 3m market gazebo pitches for 2 market days per week (Wednesdays and Fridays) at a reasonable pitch rent of £40 per pitch. (£30 for 3m x 3m pitches for any new market traders who might want to trade at the market on Wednesdays and Fridays).
  - B. The ability to also trade for the 5 days of the week on street trading pitches, as both you and Alan proposed at the consultation meeting.

### 4.3. Public meeting

A public meeting was held at Tower House, Westgate Gardens, Canterbury on Wednesday 13 December 2023 from 5pm to 6.30pm.

The event was promoted via email to a wide array of stakeholders on the council's newsroom website as well as social media channels.

The meeting was attended by 17 people.

The following comments were made by residents:

- An attendee queried licensing for street traders being simple. They explained that when you're a market trader you don't have to renew your licence annually. For Canterbury market traders you would have more security as market traders and not as street traders. Is it safer, more effective for them to be market traders?
- A query was made regarding the market budget being £61,000 a year but paying £45,000 for a manager to do events in St Georges Street - how will this work if the market is in this same space?
- An attendee discussed the lack of communication coming from the council with responses taking a long time to be acknowledged, if at all.
- A discussion was held regarding the entrepreneur market. Some previous members highlighted that younger market trader starters had difficulty finding insurance and differences of opinion in working times.
- A discussion was had regarding fees and pitch sizes. Attendee advised going back to the old market style of 6m x 3m pitches and paying a lowered rent or to keep prices as they are but increase the size of the pitches.
- Attendee made comparison to the operating style of Faversham market which is successful and also to look at the Deal market held on Saturdays.
- Another point was raised regarding the redevelopment of St Georges. The budget of the investment at £1.2 million. Attendees wanted to know where the budget had gone and if it could be justified for just the paving.

## 5. Conclusions

Overall, responses to this consultation show that people are in favour of the market returning.

Respondents want to see good quality products on offer, specifically fresh produce and craft products.

There are concerns regarding the appearance of the market and a feeling that the stalls should have a more uniform and tidy appearance.

It is also clear that respondents do not want to see vape products or low quality plastic products on offer.

Given the volume of responses and regular engagement from respondents and current traders, it is clear that there is already active engagement on the reintroduction of the market.

It is hoped that the findings from this consultation provide useful insight as to how the council will proceed during the next stages of the decision-making process.