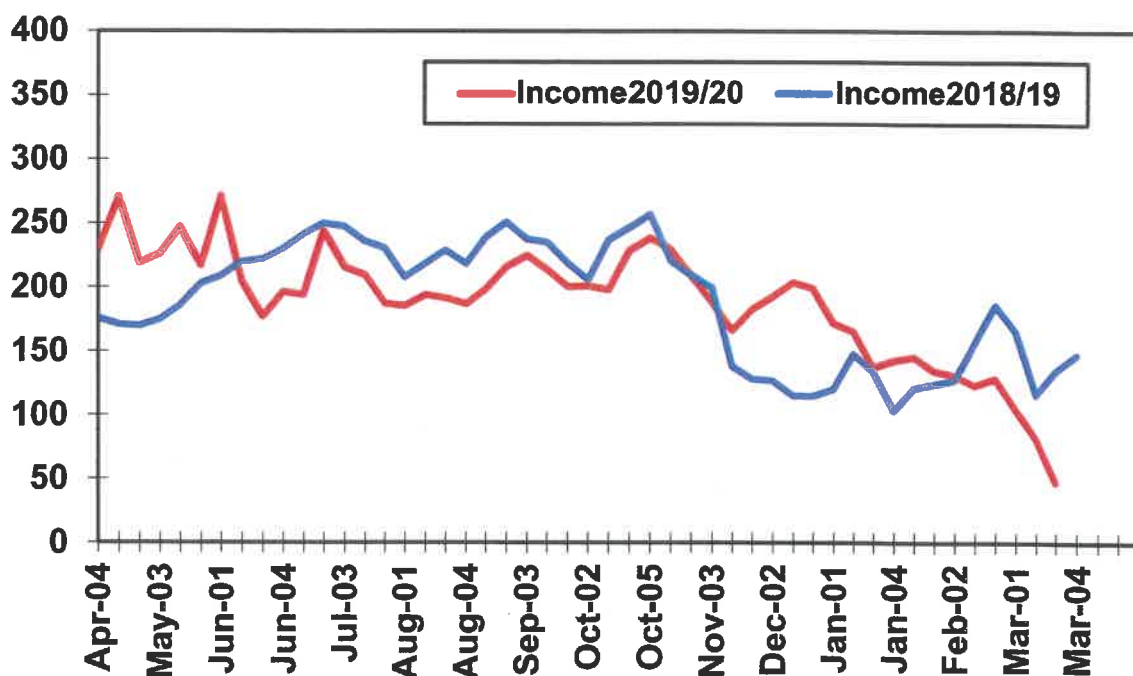


Wednesday Market

The below graph illustrates the analysis of income per week for the whole of 2019/20 compared to 2018/19. Rental was increased from 1st April 2019 and still includes 50p per trader towards Market promotion. This report is in a 4 weekly rolling average style as requested.

Wednesday Market: Income per Week



2019/20 is indicated by the red line, 2018/19 by the blue. The weeks are shown on the horizontal axis, the income by the vertical. The graph shows the income each week for the whole of 2018/19 with 2019/20 being updated as the weeks go by. May 05 refers to the 5th week in May, Dec 02 refers to the 2nd week in December etc.

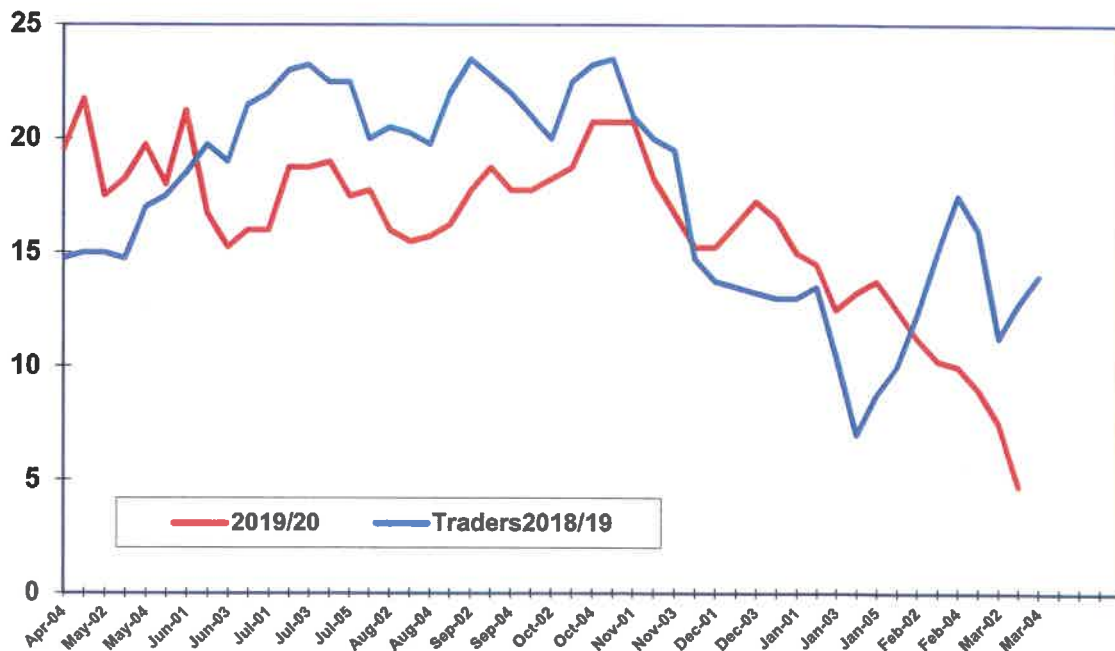
Income totals **£9,410** this year (50 weeks), **£9,531** last year (51 weeks). An average income of **£181** is evident this year compared to **£187** last year, a decrease of **£6** per week.

Advertising revenue raised totals £400. An “attend four get the fifth one free” incentive scheme was introduced with effect from 2nd June 2010. A new charging structure was also introduced from April 2016. Rental was reduced by 50% from 18th March to assist traders through the Coronavirus crisis.

The number of traders attending is illustrated in the graph overleaf.

On average in 2019/20, 16 traders have attended per week compared to 17.5 last year.

Number of Traders attending per week

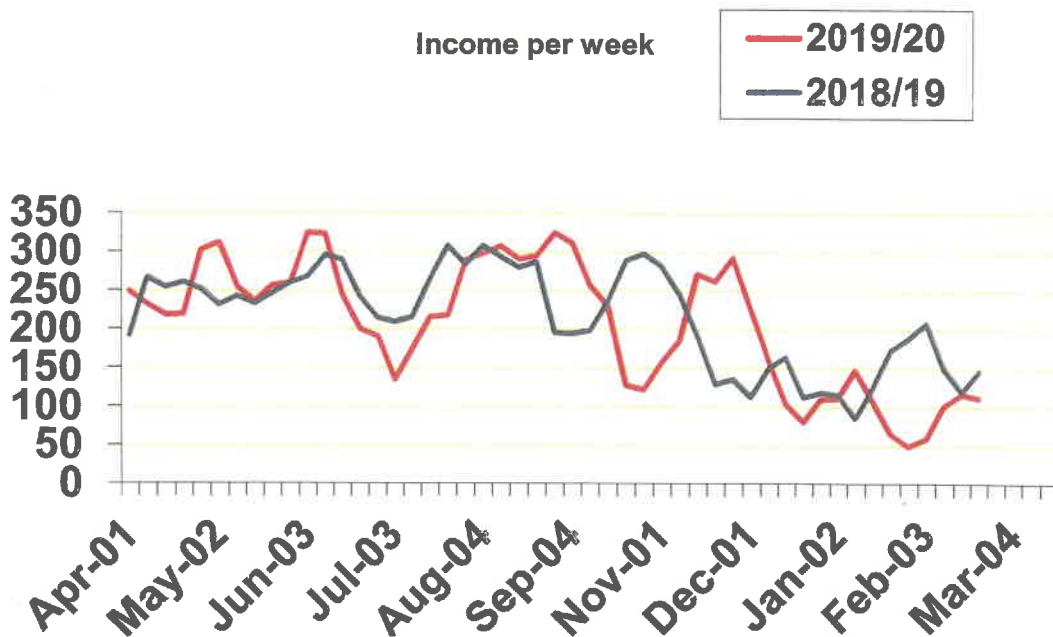


2019/20 is represented by the red line, 2018/19 by blue. The weeks are shown by the horizontal axis, the number of traders by the vertical.

Saturday Market

The below graph outlines the operation of the Saturday Market for the whole of 2019/20 compared to 2018/19. The new zonal charging structure was introduced from 19th August 2017.

Income per week

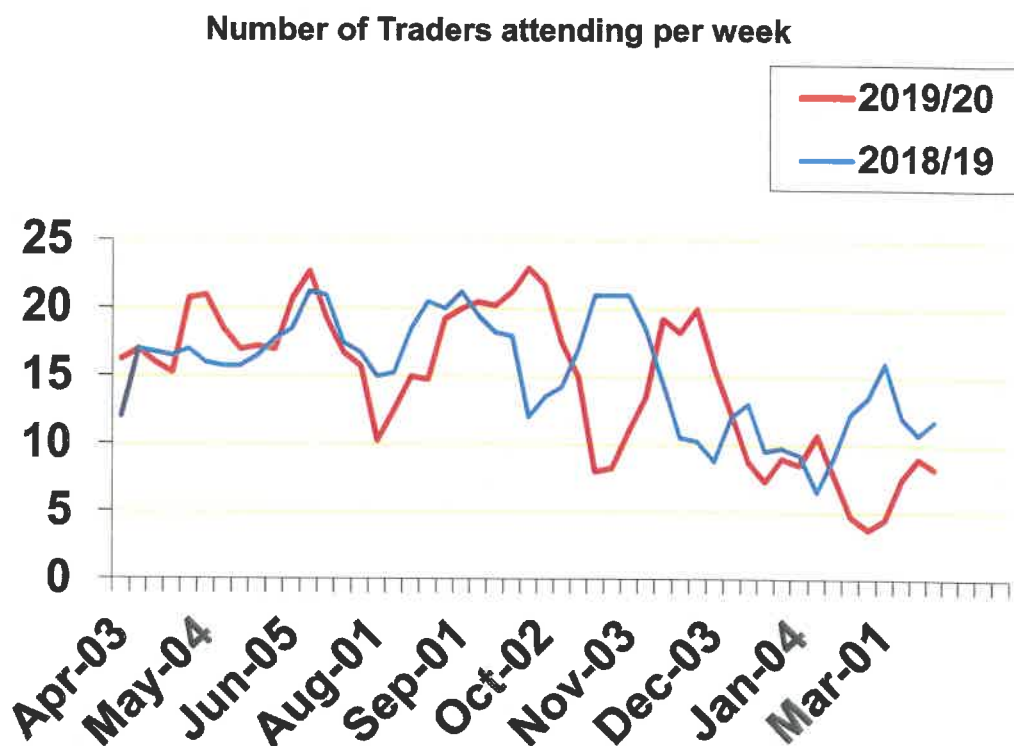


2019/20 is indicated by the red line, 2018/19 by the blue. The weeks are shown on the horizontal axis, the income by the vertical. The graph shows the income each week for the whole of 2018/19 with 2019/20 being updated as the weeks go by. May 03 refers to the 3rd week in May, Dec 02 refers to the 2nd week in December etc. This report is in the new 4 weekly rolling average style as requested.

Income for 2019/20 totals **£10,751**, **£11,112** last year. An average income of **£207** per week (52 weeks) is evident this year compared to **£214** (52 weeks) last, a decrease of **£7** per week. Rental was reduced by 50% from 21st March 2020 to aid traders through the Coronavirus crisis and the market cancelled altogether the week after.

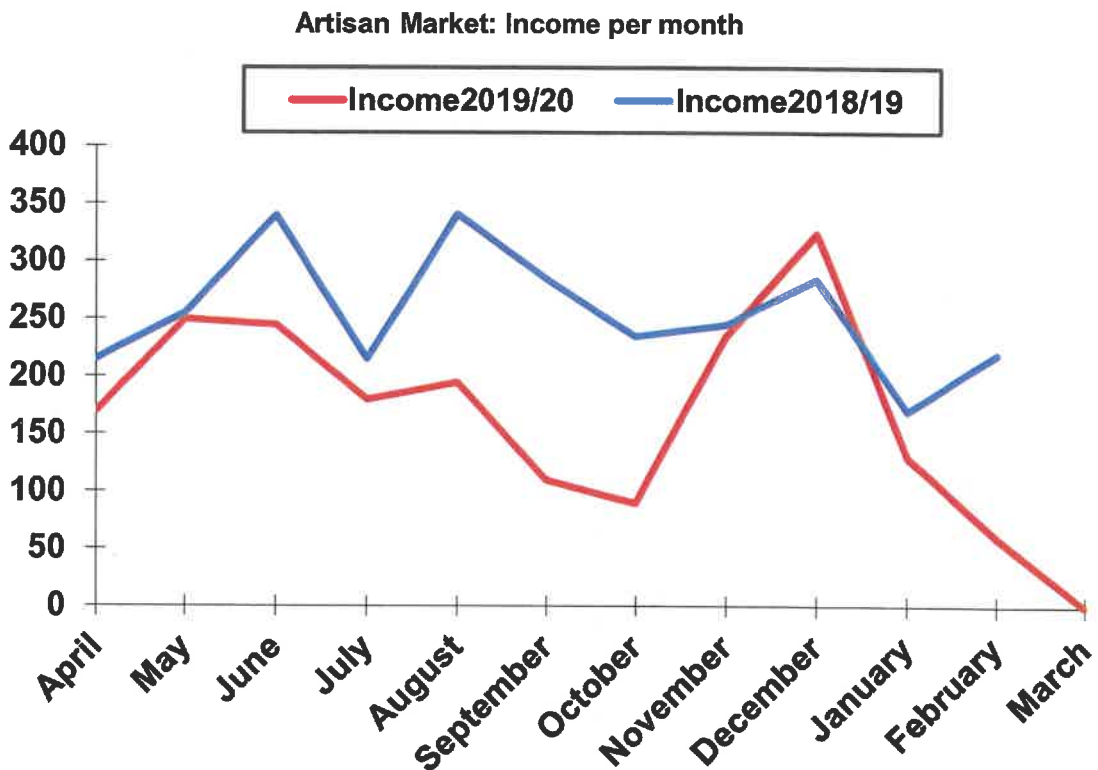
Traders must attend for four consecutive Saturdays to qualify for a free days rent.

A graph showing trader attendance (Car Boot Sale attendance is excluded) is provided below. On average in 2019/20, **15** traders have attended per week compared to **15.19** last year.



Artisan Market

The below graph illustrates the analysis of income per month from the Artisan Market for the whole of 2019/20 compared to a similar period in 2018/19. Rental was amended to a zonal charging structure from 1 April 2017 and still includes 50p per trader towards Market promotion.



2019/20 is indicated by the red line, 2018/19 by the blue. The months are shown on the horizontal axis, the income by the vertical. The graph shows the income each month for the whole of 2018/19 with 2019/20 being updated as the months go by.

Income totals **£1,990** this year (11 months), **£3,072** last year (12 months). An average income of **£181** is evident this year compared to **£256** last year, a decrease of **£75** per month. The new Artisan Market commenced on Friday 24th June 2016. The March market was cancelled due to the Coronavirus crisis.

The number of traders attending is illustrated in the graph overleaf.

On average in 2019/20, **11.8** traders have attended per month compared to **17.5** last year.

Number of Traders attending per month



2019/20 is represented by the red line, 2018/19 by blue. The months are shown by the horizontal axis, the number of traders by the vertical.

Roger Dyke
Finance Officer
April 2020