

REPORT TO ASSETS AND OPERATIONS COMMITTEE

CHESHIRE FEST MARKET LICENCE APPLICATION



Report Reference A-22-02
Meeting Date 16th May 2022
Agenda Item 9
Prepared by Town Clerk

1.0 BACKGROUND

The Market Rights for Knutsford were transferred from Cheshire East Council to the Town Council in 2014; accordingly any market operator wishing to hold a market within Knutsford requires a licence from the Town Council.

The Town Council adopted a Markets Policy to govern market licencing. The policy sets out that the main test applied when considering a market licencing application is whether the market shall not undermine an existing market, not prejudice the overall market offer and complement the existing retail activity in Knutsford. Council policy is that any market not approved by the council will be subject to legal action. Commercial markets are subject to a licence fee based upon the duration and frequency of a market and the number of stalls.

2.0 APPLICATION FOR CHESHIRE FEST

An application has been received from Cheshire Fest. The market is proposed to be held at the Lambing Shed as part of the Cheshire Fest event. The event is a commercial market. The market will take place from Thursday 2nd June to Sunday 5th June. It will comprise 10 street food stalls per day and on the Saturday/Sunday will feature a 65 stall artisan market. The street food stalls are to cater for the festival audience and the artisan style market is there to sell home-made produce and products from the Cheshire region. The artisan market will be open freely to the public from 11am to 1pm. The markets are otherwise ticketed events meaning under the council's policy it is regarded as four market events.

The applicant has submitted evidence of their public liability insurance, as required by policy. The applicant is aware of the requirements of the policy to ensure that they have all other necessary consents. The anticipated fee is £540.

3.0 IMPACT ON ESTABLISHED MARKETS

It is unlikely to significantly impact the Market Hall or outdoor market. The Sunday of Cheshire Fest coincides with the June Makers Market. This may affect attendance at the Makers Market, however the out-of-town location of Cheshire Fest would reduce this impact. Conversely it may encourage attendance at both markets.

4.0 DECISION REQUIRED

The committee should determine the application.