



Belfast City Council

Report to:	Development Committee
Subject:	Updated St George's Market 'On Tour' and Loyalty Points for Casual Trading
Date:	21 August 2012
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Shirley McCay, Economic Development Manager, ext 3459

1	Relevant Background Information
1.1	A number of St George's Market traders will attend this year's Lammas Fair in Ballycastle on 27 and 28 August 2012.
1.2	This will be an opportunity for the traders of St George's Market to attend this popular event and showcase the excellent products St George's has to offer every weekend.
1.3	<u>Proposal for the use of 'loyalty points' for Casual Trading in St George's Market</u> A 'casual trader' is a trader who does not have a permanent stall in St George's Market who comes down on any given market day in the hope that there will be an available stall to trade on that particular day. The current process for getting a vacant stall as a casual is to come to the market, sign in and our staff put their name down on an attendance list, any vacant stalls are then allocated on a 'first come first served' basis.
1.4	It is felt this system can be unfair to those 'regular casuals' who trade all year round and support St George's Market, as they can miss out in the run up to more busier times such as Easter, July holidays and Christmas when new traders arrive to take advantage of the more busy market times. The 'first come first served' system has also caused some casuals to arrive the night before to ensure they are first in the queue to get a stall.
1.5	To address these issues, traders from St George's Market (both casual and permanent) have suggested the issue of loyalty points for casual traders. Further discussions have been taking place with the St George's Market traders committee on this issue and they are also keen for loyalty points to be introduced.

2	Key Issues
2.1	<p><u>St George's Market 'On Tour'</u> Forty traders from St George's Market will be taking part Lammas Fair in August 2012 under the St George's Market name. Attending this event will give them the opportunity to showcase what St George's Market has to offer. Moyle District Council had requested to see if any market traders from St George's Market would be interested in attending this year's Lammas Fair in Ballycastle. Initial discussions took place between NMTF Belfast branch representatives, Moyle District Council and BCC Market officers on the possibility of St George's being involved in the Lammas Fair. Expressions of interest were initially sought then applications were given out to interested traders. There will be 40 traders attending the event and an area at the sea front has been set aside so St George's Market traders will be sited together in a large marquee (20ft x 200ft) fully funded by Moyle District Council.</p>
2.2	<p>The Lammas Fair attracts a large number of visitors each year and this event will give St George's Market the opportunity to showcase what it has to offer each week and build a bigger customer base for our traders.</p>
2.3	<p><u>Proposal for the use of 'loyalty points' for Casual Trading in St George's Market</u> Following consultation with traders, the trader's committee and staff, a Loyalty Points system has been developed to replace the current 'first come, first served' approach currently used for allocating casual stalls in St George's market.</p>
2.4	<p>This new system will address the three main issues currently affecting casual traders:</p> <ul style="list-style-type: none"> - Having to queue ever earlier to be sure of securing a casual stall. - Regular casual traders losing out during the busier times of the year to traders who only support ST George's at these busy times. - Traders who have shown a long term commitment to ST George's not being rewarded for this commitment.
2.5	<p>At its most basic, a loyalty point system works by a trader receiving a point whenever he/she trades and the number of points the trader earns determines who gets first choice of a vacant stall on that particular market day.</p>

3	Resource Implications
3.1	<p>Approx £1000 for banners and leaflets associated with the visit to the Lammas Fair.</p>

4	Equality and Good Relations Implications
4.1	<p>There are no Equality or Good Relations implications attached to this report.</p>

5	Recommendations
5.1	<p>Members are asked to endorse the expenditure associated with the visit to the Lammas Fair and to support the introduction of the loyalty scheme as outlined.</p>

6	Key to Abbreviations
<p>NMTF – National Markets Traders Federation</p>	