

Preamble

1. The Borough Council regards street trading, markets and other highway based promotional activities as valuable ways to increase the attractiveness of the town centres, and other locations, promote trade and offer new employment possibilities.
2. The Council believes that only a high quality of provision can support the improvement of the local economy and environment.

Types of Trading/Commercial Activity

3. The Council will seek a diverse range of provision but will not grant consents for street trading, or Highways Act licences for temporary use of a part of the highway in relation to the following:-
 - i) The sale of weapons or items that clearly might be used as weapons.
 - ii) Pets and livestock.
 - iii) Items likely to give offence on grounds of gender, sexuality, religion, disability, age or of an obscene nature.
 - iv) Activities promoting insurance claims.
 - v) Sale of goods or raising funds associated with political or religious activity.
4. The Council particularly welcomes initiatives which enable local business to sell locally sourced products and/or bring a diversity of experience to shoppers and visitors.
5. The Council will seek to advise (and where appropriate) assist new markets alongside other partners like Town Centre Management Group, traders associations and regeneration initiatives.

Street Trading Consent Licensing Fee Charges for Stall Holders

6. The Council's street trading consent fees will be as set out in the following paragraphs and reviewed annually.
7. The Council will charge a £15 per day street trading consent fee per stall irrespective of where in the Borough the trading takes place, and irrespective of where the applicant lives. This will be discounted to £1511 for traders applying annually and paying by monthly standing order.
8. Furthermore, different street trading consent fees will be applied to approved markets, such as those operating at the Stade, Central St Leonards and the town centre. This is to reflect the work carried out by the Market Controllers, which should slightly reduce the Council's administrative work involved in processing

individual street trading consent applications, and checking compliance. The street trading consent fees proposed for markets are as follows:-

	Monthly	Quarterly	Annual
All markets	£25	£65	£250
One market	£15	£40	£150

9. This charge will not be set aside except that the Director of Environmental Services and the Lead Member for Licensing have delegated authority to agree a discount for an initial transitional year for street trading consent fees applied for approved markets. This delegation was exercised on 29th October 2014 and therefore commencing on 1st January 2015 the discounted fee for a street trading consent for trading at a single market will be either £10 per month or £100 per year, dependent upon whether it is paid monthly or annually.

Charges for Trading

10. The Lets Do Business Group (LDBG) acting through Town Centre Management Committee will set charges for markets and on street trading in Hastings Town Centre subject to consultation with and approval by Hastings Borough Council.
11. The Council will charge a fee per day for the commercial use of the Council's land for a market, but this can be varied, particularly to encourage the development and growth of new business. The fee level is set annually.
12. Highways permits for obstructions to purpose built footways and pedestrianised areas should generally only be issued in respect of the following activities:-
- i) Tables and chairs
 - ii) Display of goods
 - iii) Promotional and/or commercial activities compatible with the general aims and provisions of this policy.
13. Highways Act licensing charges will be agreed by the ESCC as they are the Highways Authority and the Council will be acting as their agent in this regard.

Expected Standards

14. The Council will continue to encourage markets and commercial activity on the streets that enhance the environment and enliven public spaces, that attract people into the area, and that complement existing activity. While recognising that different parts of the town have their own unique characters, it is proposed that the following set of broad principles be established that would be applicable to all types of markets:
- i) Each market's physical appearance, management and trading activity should complement the character, ambience and safety of the local environment. Each market is to operate within clearly defined terms and conditions.

- ii) Stalls must be visually appealing, be of sound construction, adequate for the purposes intended, not exceed the pitch dimensions, and be of a design and appearance that is consistent with other stalls in the same market.
 - iii) Stalls are permitted only on pitches previously agreed by the Council at each market location.
 - iv) Each market will have a designated market controller, approved in advance by the Council, who will be responsible for the legal and safe operation of the market and the market organisation's and traders' full compliance with any other terms and conditions established by the Council. The market controller will charge and collect market fees which are to be agreed in advance by the Council. The fees to be set should not exceed the market management costs and associated overheads and should include a sum sufficient to cover the trading consent fees which will be paid to the Council
 - v) Hours of trading should be aligned to the surrounding retail activity and take into account public safety/crime prevention factors.
- 15.** The Borough Licensing Team will periodically monitor for compliance with trading conditions and other health and safety requirements and that the Market Controller is routinely supervising and managing the markets activities to ensure that all markets comply with agreed pitches for trading and all other health and safety requirements.

Business Support

- 16.** The Council wishes to support the development of high quality and successful street trading. It will consider support with training, information, publicity and other tools in the right circumstances.