



Skipton Town Council

25th September 2025

Agenda

Meeting: Market & Events Committee

Members: All Members of the Market & Events Committee

Dear Councillors P Madeley, L Morgan, W Feather, S Bentley, V Kettu, D Noland, C Harbron and K McIntyre

You are hereby summoned to attend an ordinary meeting of the Market & Events Committee:

Date: 1st October 2025

Time: 5:30 pm

Venue: Craven Community Hub (old Craven College building), High Street, Skipton

The Local Government (Electronic Communications) (England) Order 2015 Para 2, amended LGA 1972

Yours sincerely,

Mrs Louise Close

Clerk to the Council

louise@skiptontowncouncil.gov.uk

www.skiptontowncouncil.gov.uk

Members of the public are entitled to attend this meeting, *by virtue of the Public Bodies (Administration to Meetings) Act 1960 s1*, as observers for those items taken in open session. Please contact the Town Council for further details if you would like to find out more.

This meeting is being held as an in-person meeting that will be recorded, Full Council meetings will also be videoed and live streamed. Recording is allowed at Council and Committee meetings please give due regard to the Councils procedure on the recordings of meetings. Please contact the Council for further information.

A copy of this agenda is available in larger print on request.

Skipton Town Council
1st October 2025 at 5.30pm

Members are reminded that in order to expedite business at the meeting and enable Officers to adapt their presentations to address areas causing difficulty, they are encouraged to contact Officers prior to the meeting with questions on technical issues in reports.

Business

2526/018 ITEM 1 – Chairmans Remarks

2526/019 ITEM 2 – Reasons for Absence

To accept the reason(s) for the absence of any Members from the meeting.

2526/020 ITEM 3 – Disclosures of Interest

To receive any disclosable pecuniary interests from members on matters to be considered at the meeting. The disclosure should include the nature of the interest and be registered with the monitoring officer within 28 days.

Members are to ensure that their Register of Interests form is kept up to date with the Monitoring Officer.

2526/021 ITEM 4– Dispensations

To decide upon any dispensation requests from members received by the Clerk in respect of this meeting.

2526/022 ITEM 5 – Representations from public

Invitation for members of the public to address the meeting. Each member of the public is entitled to speak for 3 minutes.

Questions / observations from members of the public

2526/023 ITEM 6 – Minutes of the previous meeting [Page 4](#)

To approve the minutes of the Market & Events Committee meeting held on 2nd July 2025

2526/024 ITEM 8 – Budget

To receive and note the Budget. An agenda cover paper will be circulated before the meeting.

2526/025 ITEM 9 – Matters arising from the last meeting

To receive the Chief Officers report regarding matters raised at the last meeting.

2526/026 ITEM 10 – Market Officers Update and attendance records

To receive and note the Market Officers Update

2526/027 ITEM 11 – Market Roles

To receive and note the information gained from other market operators on the staffing levels for their markets

2526/028 ITEM 12 – Footfall Figures

To receive footfall figures for year to date.

2526/029 ITEM 13 – Events Update

To receive a verbal update on Events from the Chief Officer in the absence of the Events Supervisor.

2526/030 ITEM 14 - Events 2026

To confirm the Events for 2026, subject to budget provisions made at the Full Council budget meeting in December.

2526/032 ITEM 15 -Notification of Business for a Future Agenda

The Clerk should be given seven clear days' notice of items for the agenda of the next meeting although the absolute statutory minimum notice period is three clear days.

Next Meeting 7th January 2026

**Minutes of the Ordinary Market & Events Committee meeting, Held on
Wednesday 2nd July 2025 at 5.30pm in the
Town Council Offices, Otley Street, Skipton.**

Present: Councillor P Madeley (Chair), Councillor D Noland, Councillor L Morgan, Councillor W Feather, Councillor McIntyre, & Councillor Bentley.

Mrs L Close, Chief Officer

Ms S Hepworth, Market Officer

Market Trader reps, K Howard, A Barker, M Howard

3 members of the public

2526/001 Item 1 – Welcome and Chairmans remarks

Councillor Madeley welcomed everybody to the meeting.

2526/002 Item 2 – Apologies for Absence

Councillor V Kettu had a prior engagement – reasons accepted

Councillor C Harbron – absent

2526/003 Item 3 – Disclosures of Interest

None declared.

2526/004 Item 4 – Dispensations

None received.

2526/005 Item 5 – Representations from the public

The chair declared there were no members of the public present.

2526/006 Item 6 – Minutes of the previous meeting.

Proposed by Councillor D Noland, seconded by Councillor L Morgan, and **resolved** in favour that the minutes of the meeting held on 2nd April 2025 were a true and accurate record of the meeting.

2526/007 Item 7 – Trader Representatives

It was advised that following a vote from Market Traders, the trader reps for 25/26 had been confirmed as Kimberly Howard, Mark Howard, and Amy Barker.

Councillor Madeley advised that he would like more people to attend the meeting, and you didn't need to be a trader rep; the meetings were an open invitation.

He also stated that there should be a formal market meeting with Councillors so that formal questions could be asked.

Mark Howard advised that in the past, there was a vote as to who ran the market, either Craven Council or NYC, and traders had not had this vote since then. This would be an item for a future agenda: who can run the market?

2526/008 Item 8 – Budget

The finance manager discussed the costs for running the market, including the administration work involved.

2526/009 Item 9 – Market Costs

The final market income and expenditure for the financial year ending 24/25.

Councillor Madeley advised that the meeting in October should investigate whether there are any savings to be made. The market should be self-funding.

Market trader reps and members of the public then spoke regarding different matters, including the leftover budget for promotions and marketing. It was advised that footfall was down, and market promotions were not being used. Car parking costs and coach parking were discussed. It was advised that in other Towns, large signs were visible advertising market days.

Social media was discussed, and a market rep asked why the Market officer could not complete posts on social media. Councillor Noland asked why other markets were doing better than Skipton. A trader rep advised that she did not know why, but she had stood all day and not taken a sale.

It was decided that coaches and parking would be looked at again, and that social media presence would increase.

2526/010 Item 10 – Market officers update and attendance records

The market officers' update was received and noted.

Councillor Madeley advised the meeting again that the council did not collect rent from the frontages.

A trader explained his situation and that he objected to the wording used in the market officers' report.

A market rep advised that each time the staff rota was completed, members should be looking at it as Gala Day left the market without a senior market officer. They also advised that other markets only had an officer to open and close, and Skipton did not need the officers to work all day. He reiterated that staff were only needed at key times.

The Chief Officer advised that she will look into this and report back at the next meeting.

A trader asked why a Saturday could not be turned into an event day each week with a road closure.

2526/011 Item 11 – Market Signs

Proposed by Councillor L Morgan, seconded by Councillor P Madeley, and **resolved** in favour to purchase the signs to advertise the market on routes coming into Skipton. Councillor Madeley advised to check with planning to ensure permission was not needed before they were installed.

2526/012 Item 12 – Events Supervisor Update

The event supervisor update was received and noted. It was raised that Marshall Waddington needed to remove the signs around the town advertising the gala.

2526/013 Item 13 – Skipton Gala Debrief

The event debrief was received and noted. The Gala overall was a success and raised nearly £3000.

Discussions would be held on how to distribute that money to charity. Councillor P Madeley and the Chief Officer would discuss with SBS help on setting up a charitable trust, and signs were needed for next year to advertise the donation of £1 for entry to the field.

An extra meeting would be called to discuss, and a survey would be set up to ask the public who should receive the donations.

It was noted that Mr Roger Ingham collected £600 in donations for charity.

2526/014 Item 14 – Skipton Snapshot

An agenda paper was issued to members to ask them to consider if to continue with the festival on the High Street or move to combine with a Community day at Sandylands.

Proposed by Councillor W Feather, seconded by Councillor L Morgan, and **resolved** to vire £5000 funds over to the Snapshot budget.

Proposed by Councillor L Morgan, seconded by Councillor W Feather, and **resolved** to move the Snapshot festival to Sunday 21st September 2025 to allow the Events supervisor to work with and create the Sandylands community day.

2526/015 Item 15 – The Exclusion of the Press and Public

No press and public present.

2526/016 Item 16 – Complaints and Incidents

To receive and note the reports on recent complaints and incidents at either the Events or on the Market.

2526/017 Item 17 – Notification of business for a future agenda

With no further business transacted, the meeting was closed at 19.20 pm
The next meeting of this committee will be held on Wednesday, 1st October 2025.

AGENDA Item 8

18/09/2025

Skipton Town Council 2025-2026

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14:18

Detailed Income & Expenditure by Budget Heading 18/09/2025

Month No: 7

Cost Centre Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
220 Events, Tourism & Town Centre							
1260 Christmas Market Income	0	18,000	18,000			0.0%	
1270 Sheep Day Receipts	6,008	5,000	(1,008)			120.2%	
1277 Foodie Festival	0	5,000	5,000			0.0%	
1279 Skipton BID	7,500	7,500	0			100.0%	
1280 Christmas Lights Income	0	4,200	4,200			0.0%	
1282 Easter Event	120	0	(120)			0.0%	
1285 Snapshot Festival Income	0	1,500	1,500			0.0%	
1286 Gala	6,045	0	(6,045)			0.0%	
Events, Tourism & Town Centre :- Income	19,673	41,200	21,527			47.8%	0
4000 Staff Salaries	24,534	75,488	50,954		50,954	32.5%	
4400 Christmas Light Switch on Even	1,400	21,000	19,600	1,907	17,693	15.7%	
4420 Civic Event Support	728	3,100	2,372	1,575	797	74.3%	
4440 Twinning	(1,913)	1,500	3,413		3,413	(127.5%)	
4450 Christmas Lighting	0	17,000	17,000		17,000	0.0%	
4451 Gala	6,059	2,500	(3,559)		(3,559)	242.4%	
4456 Christmas Market Event	2,800	35,000	32,200	8,064	24,136	31.0%	
4457 Skipton Snapshot Festival	0	6,500	6,500		6,500	0.0%	
4458 Easter Event	1,448	1,250	(198)		(198)	115.8%	
4459 Sheep Day Event	20,057	20,000	(57)		(57)	100.3%	
4460 Skipton Car Show	0	0	(0)		(0)	0.0%	
4461 Pride	1,448	2,000	553		553	72.4%	
4463 Summer Park Events	1,226	1,500	274		274	81.8%	
4464 Yorkshire Day	0	600	600		600	0.0%	
4467 Community Safety Grant	590	0	(590)		(590)	0.0%	590
4468 Community Grant Fund	9,012	30,978	21,966		21,966	29.1%	
4469 Community Day	40	1,500	1,460		1,460	2.6%	
Events, Tourism & Town Centre :- Indirect Expenditure	67,429	219,916	152,487	11,546	140,941	35.9%	590
Net Income over Expenditure	(47,756)	(178,716)	(130,960)				
6000 plus Transfer from EMR	590	0	(590)				
Movement to/(from) Gen Reserve	(47,166)	(178,716)	(131,550)				
Grand Totals:- Income	19,673	41,200	21,527			47.8%	
Expenditure	67,429	219,916	152,487	11,546	140,941	35.9%	
Net Income over Expenditure	(47,756)	(178,716)	(130,960)				
plus Transfer from EMR	590	0	(590)				
Movement to/(from) Gen Reserve	(47,166)	(178,716)	(131,550)				

Detailed Income & Expenditure by Budget Heading 18/09/2025

Month No: 7

Cost Centre Report

	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
230 Market							
1250 Skipton Market Income	23,818	42,000	18,182			56.7%	
1252 Rackham Traders	12,490	20,000	7,510			62.5%	
1253 Casual Traders	6,520	5,000	(1,520)			130.4%	
Market :- Income	42,828	67,000	24,172			63.9%	0
4000 Staff Salaries	25,419	65,869	40,450		40,450	38.6%	
4165 Licence Fee	484	1,000	516		516	48.4%	
4190 Marketing & Promotions	131	1,250	1,119	435	684	45.3%	
4240 Rent, Rates & Sundries	9,662	33,000	23,338	78	23,260	29.5%	
Market :- Indirect Expenditure	35,696	101,119	65,423	513	64,910	35.8%	0
Net Income over Expenditure	7,131	(34,119)	(41,250)				
Grand Totals:- Income	42,828	67,000	24,172			63.9%	
Expenditure	35,696	101,119	65,423	513	64,910	35.8%	
Net Income over Expenditure	7,131	(34,119)	(41,250)				
Movement to/(from) Gen Reserve	7,131	(34,119)	(41,250)				

Code	2024-25		2025-26		25/26		2026
	Actual	Budget £	YTD actual £	Forecast £	Above Target (Below Target) £	Budget £	
1250 Skipton Market Income	42,644	42,000	23,818	39,290	(18,182)	42,000	
1252 Rackham Traders	23,675	20,000	12,215	20,000	(7,785)	20,000	
1253 Casual Traders	11,727	5,000	6,350	13,000	1,350	5,000	
Subtotal	78,046	67,000	42,383	72,290	5,290	67,000	
230 Market							
4000 Gross Salaries	42,185	65,869	25,419	55,000	40,450	68,000	
4165 Licence Fee & Membership	384	1,000	484	1,000	516	1,000	
4190 Marketing & Promotions	507	1,250	566	1,250	684	1,250	
4240 Rent, Rates and Sundries	35,265	33,000	9,470	20,740	23,530	28,500	
SUBTOTAL	78,341	101,119	35,939	77,990	65,180	98,750	

Market Breakdown of Costs 2023-24

Market Breakdown of Costs 2024-25

Market Costs to Date as at 18/9/25

<u>4165</u>	<u>Licence Fee and Membership</u>	384	<u>384</u>	<u>4165</u>	<u>Licence Fee and Membership</u>	384	<u>384</u>	<u>4165</u>	<u>Licence Fee and Membership</u>	484	<u>484</u>
	NABMA				NABMA				NABMA		
	<u>Total Expenditure</u>		<u>384</u>		<u>Total Expenditure</u>		<u>384</u>		<u>Total Expenditure</u>		<u>484</u>
<u>4190</u>	<u>Marketing & Promotions</u>			<u>4190</u>	<u>Marketing & Promotions</u>			<u>4190</u>	<u>Marketing & Promotions</u>		
	Brouchers/Alsignage	797			Body Cam	371			Brouchs/Alsignage	435	
	Market Vouchers	110			Market Vouchers	0			Market Vouchers	0	
	Coach Parking	185			Coach Parking	112			Coach Parking	131	
	Canva	103			Canva	24			Canva	0	
	<u>Total Expenditure</u>		<u>1195</u>		<u>Total Expenditure</u>		<u>507</u>		<u>Total Expenditure</u>		<u>566</u>
<u>4240</u>	<u>Rent, Rates & Sundries</u>			<u>4240</u>	<u>Rent, Rates & Sundries</u>			<u>4240</u>	<u>Rent, Rates & Sundries</u>		
	Rent	22610			Rent	18515			Rent	12000	
	Rent & Storage	3517			Rent & Storage	11740			Rent & Storage	4163	
	Rates	1746			Rates	1050			Rates	4191	
	Trade bags	568			Trade bags	738			Trade bags/ Waste services	465	
	Monday Refunds	2375			Monday Refunds	2378			Monday Refunds	0	
	Repairs & Maintenance	808			Repairs & Maintenance	844			Repairs & Maintenance	921	
	<u>Total Expenditure</u>		<u>31624</u>		<u>Total Expenditure</u>		<u>35265</u>		<u>Total Expenditure</u>		<u>21740</u>

Matters Arising from the last meeting – Agenda Item 9

Report from Chief Officer

1. Market Lease – It was raised at the last meeting that in the past there had been a vote as to who ran the market. Craven District Council is no longer in existence and Mr S Fattorini, Landlord, assigned the rights of the operation of the market to Skipton Town Council by means of a lease in 2023. The lease expires in 2033.
2. Market Costs – The Chief Officer has renegotiated with the owners of the former Rackham's building, resulting in a significant saving to the market. Please see the budget item for the finance documents and a verbal update from the Finance Manager.
3. Budget for promotions/marketing – Signs have been purchased as agreed. Christmas Market promotional material has been produced and distributed. Most of this budget has now been utilized.
4. Footfall – Footfall figures are supplied and confirm an increase for Skipton, which is evidence that footfall is not down on the High Street.
5. Social media – social media is used every Market Day, and traders have expressed their agreement with this.
6. Coach numbers – Coach numbers have been circulated to traders, and confirmation from NYC that they are not declining.
7. Frontage agreement – This matter that was discussed at the last meeting is now resolved between the trader and the frontage.
8. Market Rota – the Market Rota has been completed to the end of the year; this will be presented at the next Management and Staffing Committee meeting, where members will be asked to raise and address any concerns.
9. Staff cover for the Market – Please see Item 11, which confirms market research carried out where we did not find one market that ran with an officer in the morning and then in the evening. Our Market Officers do so much more than just open and close the market.
10. Saturday event day each week – Logistically, this would be extremely costly and difficult to maintain without huge budget improvements. If the budget is given, then this could be planned.

Skipton Town Council
1st October 2025 at 5.30pm

Meeting:	Market and Events Committee	Date:	1 st October 2025
Paper Title:	Market Officers' Update and attendance records	Agenda Item:	
Author of Paper:	Market Officer- Geoff Upham and Stacey Hepworth		
Purpose of Paper:	Information to note	x	Draft policy for feedback
			Motion for Decision

If For Decision, then give the Proposer and Seconder and the wording of the Substantive Motion that is to be considered:	<p><i>Proposer:</i></p> <p><i>Seconder:</i></p> <p><i>Motion wording for the agenda.</i> To receive and note the update from the Market Officers. To receive and note the attendance records.</p> <p><i>If a decision is to be made, then only motions on the agenda can be considered (Standing Order 1a) and the motion must be proposed and seconded before debate can begin (Standing Order 1b)</i></p>
Implications: (if needed)	<p><i>Financial: Attendance at Market</i></p> <p><i>Staffing: n/a</i></p> <p><i>Stakeholders & Reputation: Impact of low attendance on the Markets reputation</i></p> <p><i>Provide a short statement about any positive or negative implications for either the Town Council or for our area or region</i></p>

<p>Executive Summary: Why is this coming to the Council or Committee?</p> <ul style="list-style-type: none"> - Context - Timing (why now?) 	<p>Our reporting of Market activities continues to be aligned with the Strategic Plan objectives, specifically against the key pillars of Place and Partnerships.</p> <p>Place</p> <p>Key to this is the maintenance of Trader numbers, the seeking out of new and diverse Traders; as well as identifying Traders with a sustainable trading ethos to deliver on our sustainability goals.</p> <p>In addition, maintaining visitor numbers, targeting future visitors and younger users through effective use of our Socials.</p> <p>And finally, to play an active role in the <u>wider Market industry</u> which we see as key to enhancing the profile and reputation of Skipton Market.</p>
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Reporting on aspects of **Place** as follows:

New Traders

No new Traders with Frontager agreements since last reported ArtiSam Creations joined mid-June.

Casual Traders

Several new and diverse Casual Traders have attended the Market through Q2, highlighted as follows:

- Dubai Fragrances – Men’s and Ladies fragrances, perfumes/aftershaves and sprays (W|F)
- Vintage & Viola -artificial silk flowers, hanging baskets, door wreaths and French Chic chalk paint (M|W|F)
- Spatchcock & Wurzell – unique musical instruments, home décor, custom made signs, chess tables and wooden model kits (F)
- Bear Woodcrafts – bespoke burnt wood home and barware, iron ornaments and hardware (M|W|F|S)

Monday Incentive Scheme

- As above - Vintage & Viola
- In addition, Eaton’s of Skipton Funeral Directors selling memorial jewellery, funeral plans, memorials and bereavement support (M only).

MO Operations Update

North Yorkshire Traffic Enforcement

As previously reported, close working relationships had been forged with the TEF team to handle parking infringements on the Market. However, since the start of August cover from the TEF has been sparse, mainly since two of the three TEF officers are now on long term sick leave. This has impacted on the level of responsiveness given to reports made by the Market Officers.

Trader Parking Arrangements

In the context of the TEF update, this Quarter has seen an uptick of some traders allowing family and friends to park on the setts, either within or adjacent to their pitch. The MO’s have dealt with these incidents at the time, reminding traders that it’s against the Market Byelaws.

Tourism

(Source - Skipton BID)

STEAM (Scarborough Tourism Economic Activity Monitor) is a tourism economic impact modelling process. It approaches the measurement of tourism from the bottom up, through its use of local supply side data and tourism performance and visitor survey data collection.

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Overall, for North Yorkshire 2024 a couple of key highlights as follows:

- Visitor economy worth £4.2 BN, **up 3.9%** on 2023 (not accounting for inflation).
- Visitors – 32.2M people to the region including both day/ overnight visitors, **up 3.8%** on 2023.

For Skipton:

- Visitor economy worth £213.6M, **up 3.2%** on 2023 (not accounting for inflation).
- Visitors - 1.7M people to Skipton, **up 3.0%** on 2023.

We can see that Skipton visitor numbers are tracking like the region overall, which includes other key towns such as Ripon, Harrogate, Scarborough and Northallerton.

Similarly, in the context of visitor numbers we've looked at Coach Bay Usage (paid for parking) for the High Street car park. Comparing years 23/24 to 24/25 (period April to March) and measuring the usage against 2-hour, 4-hour and 9-hour stays, we see the following year-on-year:

- 2-hours (11%)
- 4-hours + 21%
- 9-hours +156%

Overall, visitors coming by Coach to Skipton appear to be staying for longer, rather than a short visit en-route to elsewhere in the region. With an increase in visitor 'dwell time', we may assume that correspondingly visitor spend is likely to increase across the attractions which Skipton offers, including the Market.

(Source – Parking Services, NYC)

Frontagers

- Barclays Bank (now Ovino Lounge) – the MO's have received confirmation from the new owner that he consents to our trader P. Brown being granted a 6-month extension to the current interim CTTA, which will now end 31 March 2026. At such time, STC may issue trader P.Brown a full 12-month CTTA.

The new owner has agreed to let our trader continue under a historic agreement whereby zero rent is to be paid to the Frontager. However, at such time that trader P. Brown retires from the Market any new trader that wants the pitch will be subject to a formal Frontager agreement i.e., the payment of rent.

Attendance

Consented/3rd party Agreement

Overall attendance summary as follows:

Quarter 2	% Attendance
July	66
August	73
September	52 MTD
Q2 overall	64 QTD

Casual Traders - Rackhams

Overall attendance summary as follows:

(Formula - 4x statutory market days per week X 10x Rackhams spaces = 40x per week, X 4-weeks per month = 160x total spaces available)

Quarter 2	% Attendance
July	52
August	55
September	41 MTD
Q2 overall	49 QTD

Wider Market Industry

Clitheroe Market Visit

On Tuesday 9th September we visited Clitheroe Market. A historic market town like Skipton, that holds a regular market Tuesday, Thursday and Saturday from 9.00am - 4.00pm.

Observations

Controlled by Ribbles Valley Borough council and located on a market square, with single market cabins costing £71.90 per week. The cabins enable traders to stand all year round as they have a permanent structure to withstand all weather conditions.

Like Skipton, Clitheroe market has its own pros and cons and certainly its similarities, with a castle, market, high street retail shops and cafes plus plenty of independent shops cafes and bars.

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	<p><i>Agreed Initiative</i></p> <p>As two of Clitheroe's Market days fall adjacent to Skipton's, going forward we have agreed to liaise with their Market management team to recommend traders and successful trading lines between each other. In addition, to share incentive schemes and promotions that may have a positive impact on the running and performance of the Market.</p> <p>Partnerships</p> <p>This key pillar of the Strategic Plan relates to supporting our community and voluntary groups.</p> <p>As already reported, earlier this year <i>St Giles Trust</i> a national charity which helps people held back by poverty, unemployment, the criminal justice system, homelessness, exploitation and abuse joined Skipton Market.</p> <p>We are pleased to report the addition of a new charity - <i>Skipton Step into Action</i> (SSIA). A volunteer charity which supports all adults in Skipton and South Craven. SSIA connect individuals through befriending services, projects and activities and build a sense of pride and belonging, supporting people to live their best life possible (selling arts, crafts and jewellery).</p>
<p>Key points: To include</p> <ul style="list-style-type: none"> - Options - Challenges (including risks and threats) - Opportunities (including income, reputation, strategic intent and wider benefits e.g. local community or environment) 	
<p>Recommendation:</p>	<p><i>Specify what outcome or response is needed from the Council/Committee to this paper or motion.</i></p> <p>The Council/Committee is recommended to:</p> <p><i>Note (no discussion is required but receipt of information should be noted)</i></p> <p><i>Discuss (provide feedback but not make a decision)</i></p>
<p>Appendices:</p>	<p><i>List in numerical order.</i></p>

Stacey Hepworth & Geoff Upham
Market Officers

Skipton Town Council
1st October 2025 at 5.30pm

Agenda Item 11

Prepared by Deputy Clerk, Jenny Dean

Market Staffing Research:

At the Market & Events Committee on the 2nd July 2025, under Item 10, A Trader advised that other markets only had an officer to open and close, and Skipton did not need the officers to work all day. He reiterated that staff were only needed at key times.

The Chief Officer advised that she will look into this and report back at the next meeting.

Several markets were subsequently contacted and asked about their staffing levels. The results are below.

Calderdale Council run Markets:

Our indoor markets are staffed 6.00-18.00 6 days a week, the outdoor markets are staffed on the operational days, one member of staff is on site.

Keswick:

Staffed all day.

Berwick:

One Market Manager for the council that covers all Markets in the county. Each market has staff that collect rent, sweep streets and empty bins along with other tasks, but they are not specific market staff and are not on the market all day. In the opinion of the staff member I spoke to, this is not the best way to run a market and did not think it was an example of best practice.

Paulton and Cleveleys:

Staff to open and close, they are not specifically on site all day but close by and work all day. Can be called anytime by the traders.

Ashfield District Council:

Hucknall Market, Kirkby Market, Sutton Market- all outdoor markets

Staff on the market 5am-7am to put up stalls- all 3 markets use uniform stalls provided by the council, then staff on the market from 8:30-10:30, during the day staff are more office based as completing admin tasks but do visit the market if required and are always available via mobile phone. Then staff are on the market at the end of the day. There are always issues that crop up during the day that the Market Officer can respond to if required.

Lancaster:

'I think Skipton Market is a street market so the best comparison would be our street market which is called the Charter Market. This runs Wednesdays and Saturdays between 9am and 4pm. On Wednesdays we usually have around 15 stalls and on Saturdays around 25. We have one member of staff on duty during these times which is me unless I'm on leave when other staff cover for me. I'm based at Lancaster Town Hall which is just five minutes' walk away from the city centre where the market takes place. I'm out on the market first thing for about an hour to oversee

setting up and deal with any issues in the city centre, allocation of pitches, new traders, etc. I'm then out later in the morning to collect fees from casual traders. Sometimes I'll go out at the end of the day to check packing up etc (but this is rare). If issues arise during the day (anti-social behaviour, busking, roadworks etc), then traders can contact me by phone/email and I will go out to deal with the issue. I think as public bodies we do need to ensure we're always covering every eventuality, just in case something happens. I'd feel very unhappy about not having market staff on duty, especially on a Saturday when no other council staff are working.'

Ormskirk-West Lancs

A member of staff who manages market and parking, and another market officer who works all day on the day the market operates 6:30-17:30pm. Did have a period of time when the market officer only worked at set up and back down, but this did not prove to be successful or sufficient due to the number and nature of issues that the market officer deals with during the day. It also meant that trader issues and disputes took longer to resolve as there was not a member of staff to deal with them. There were also issues such as vehicle mitigation to take into account, the safety of the public is a key concern. If there are no staff available during the day who would deal with any incidents.

Settle

Outdoor market operating on a Tuesday. Market Manager works all day when the market is on, not necessarily on the market as may go back to the office, which is in very close proximity to the market to complete admin tasks.

Ribble Valley-Clitheroe

Market Superintendent is contracted to work for 3 hrs at set up and 3hrs at pack down on the days the Market operates, however they are paid over time each day so that they are at work throughout the day. This is due to the number of issues that they need to deal with during the day.

Messages or emails left for:

Doncaster

Preston

Kirby Longsdale

Skipton footfall

Quarter 1

In Q1 2025, Skipton experienced a decrease in daily average footfall to 27,432, down from the previous 12 months' average of 32,697. This trend was consistent across both weekdays and weekends, with weekday footfall averaging 27,793 and weekend footfall at 26,543. Despite this dip, Skipton's footfall remains above the regional and national averages, suggesting a continued attractiveness relative to other locations.

The demographic analysis shows a significant increase in visitor share from the BD23 catchment area, rising by 4.2% to 9.7%. The prevalent short visit durations, mostly between 10-30 minutes, suggest opportunities to enhance dwell time through improved amenities or events, potentially increasing overall engagement and spending.

Quarter 2

Q2 2025 indicates a notable increase in Skipton's footfall, with an average daily count reaching 33,422, surpassing both the year-to-date and the last 12 months' averages.

This upward trend is reflected across various metrics, suggesting a robust visitor engagement that could support infrastructure investments and funding applications.

The average weekly footfall in Q2 2025 has risen to 233,953, marking a significant improvement from earlier in the year. This consistent growth in weekly figures, especially the spike in footfall on Fridays to 38,837, highlights potential for targeted promotional activities and event planning to optimise visitor numbers and town centre activity.

Additionally, the visitor share from the catchment area BD23 is 9.8%. The regional visitation share from North Yorkshire also shows a substantial increase, suggesting a broadening of the visitor base.

Quarter 3

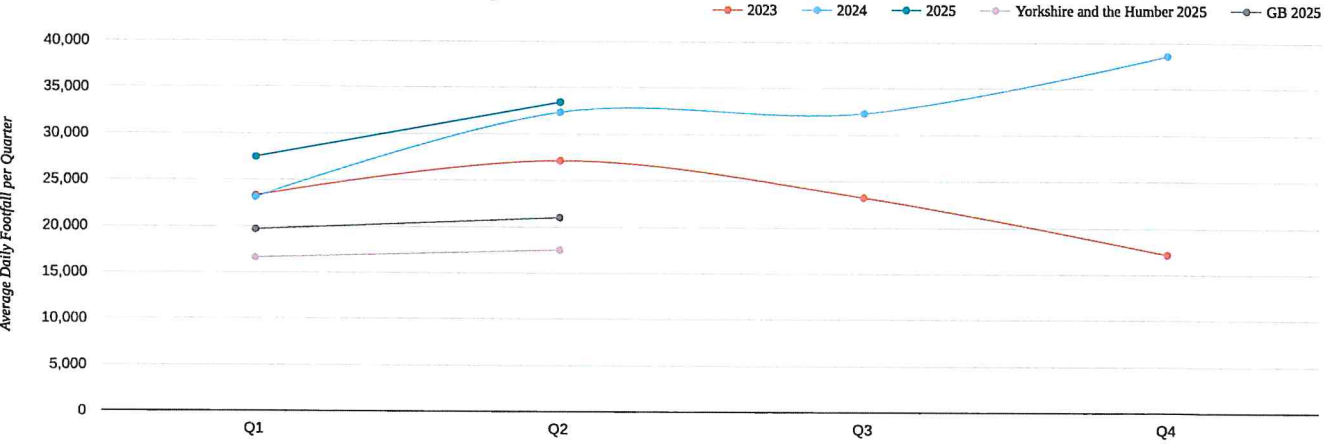
In July 2025, Skipton saw an increase of 34% in footfall on July 2024 with an increase in average daily footfall from 29,134 to 39,030.

In August 2025 Skipton saw an increase of 13.9% in footfall on August 2024 with an increase in average daily footfall from 34,214 to 38,955.

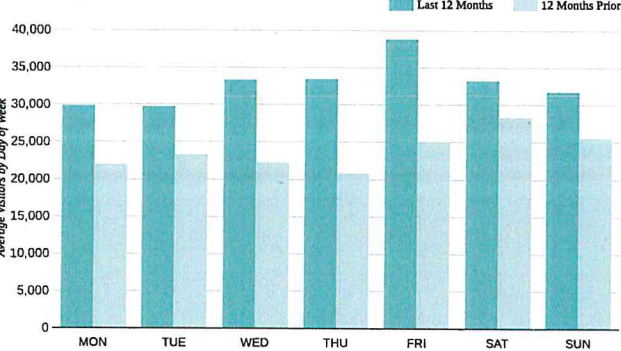
The demographic analysis shows a decrease in visitor share from the BD23 catchment area in July, from 27.88% to 21.41% and August 2025 also saw a decrease from 24.17% to 18.44%. August 2025 saw a significant increase from the BD20 catchment with an increase from 8.13% to 13.57%

	Total visitors in period	Avg. Weekly visitors in period	Avg. Weekday visitors in period	Avg. Weekend visitors in period	Avg. Daily visitors in period
Q2 2025	3,007,964	233,953	34,036	31,911	33,422
YTD 2025	5,476,826	212,988	30,914	29,227	30,427
Last 12 Months	11,999,587	230,761	33,143	32,523	32,966
2024	11,567,836	221,243	30,936	33,293	31,606

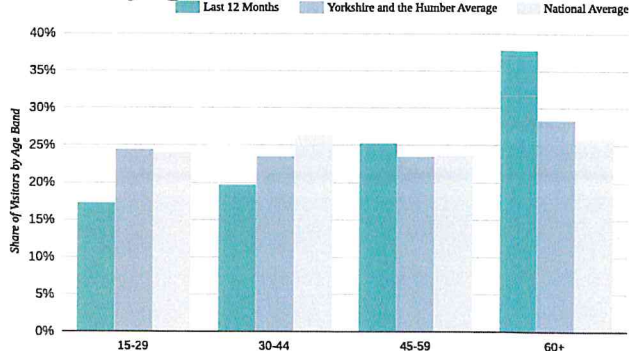
Average daily visitors by month and year



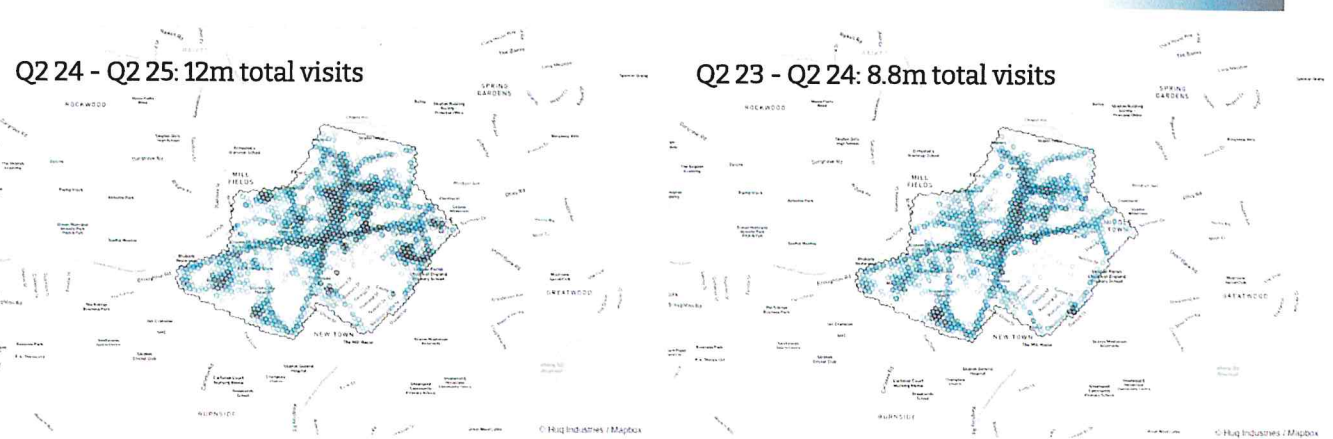
Average visitors by day



Visitors by age

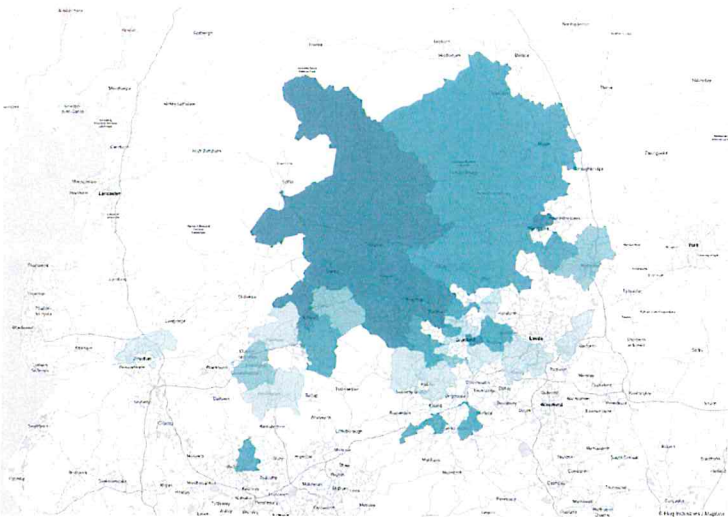


Density



Catchment area, last 12 months

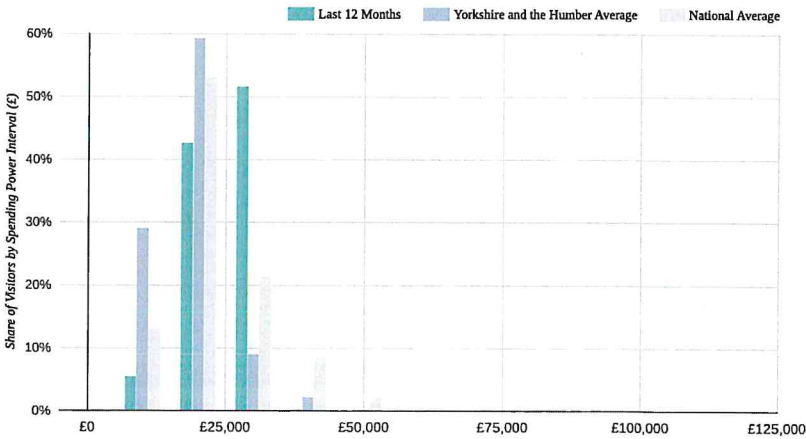
Visitor source by postcode district



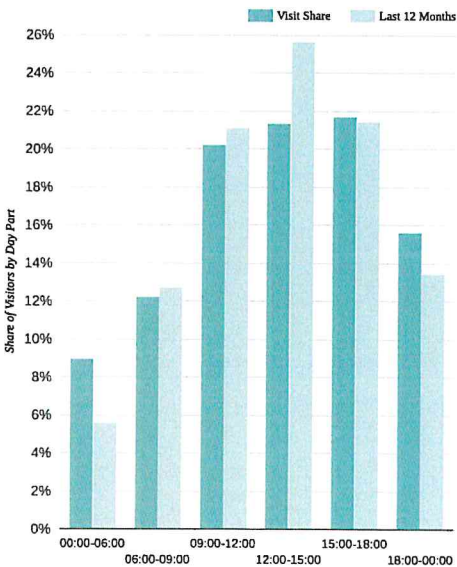
Source	Distance	Visit Share	YoY Δ
BD20	7.1km	3.34%	-0.3% ↓
BB18	11.4km	1.18%	-0.6% ↓
BD23	12.1km	9.82%	3.5% ↑
BD22	13.2km	1.43%	0.8% ↑
LS29	13.6km	0.38%	-1.0% ↓
BB8	13.8km	0.13%	-0.4% ↓
BD21	14.2km	1.07%	0.6% ↑
BD16	16.8km	0.95%	0.7% ↑
BB9	18.1km	0.48%	0.1% ↑
BD17	20.3km	0.33%	0.1% ↑

County	Visitor Share	YoY Δ
North Yorkshire	44.99%	6.7% ↑
West Yorkshire	25.18%	-0.2% ↓
Lancashire	11.04%	-2.9% ↓
Greater Manches...	3.35%	-0.5% ↓
South Yorkshire	2.21%	0.3% ↑
Cumbria	1.87%	-0.1% ↓
Blackburn With D...	1.07%	1.1% ↑
Merseyside	0.97%	0.4% ↑

Spending power of visitors, last 12 months



Visits by daypart
Q2 2025

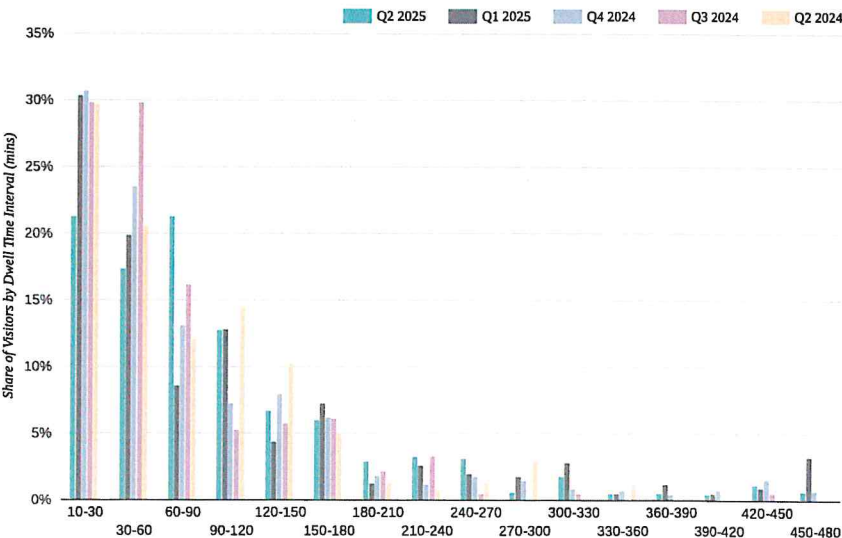


Dwell time
Last 12 months
95min

Q2 2025
avg. dwell time
99min

Q1 2025
avg. dwell time
118min

Q2 2024
avg. dwell time
73min



KPI Metrics KPIs include average daily footfall, the peak footfall recorded on any day, and total footfall over the month. Daily footfall is a count of unique visitors in a day. Metrics are provided for the reporting month, month prior and same month over the last three years.

Visitors by Month and Year A time-series chart showing daily footfall for each month for the year to date and preceding three full years. The chart also shows average footfall across all retail centres in the county region, and nationally as benchmarks.

Average Visitors by Day The average number of daily visitors to the centre by weekday over the last 12 months, and over the 12 months preceding.

Visitors by Age The proportion of visitors to the centre across four generalised age brackets, with county region and national equivalents shown as benchmarks.

Density The density of footfall across the centre area shaded according to decile. Density is calculated by summing unique hourly visits observed each month across H3 hexbin subdivisions, and averaging that figure over last 12 months and 12 months preceding.

Advanced & Elite Reports

Catchment Area show only postcode districts within 50km of the centre location. The same data is shown in tabular form, with the top 10 sorted by distance. Share of visitation is shown as a result, along with the change since the preceding 12 months.

Catchment by County Region The counties (Unitary Authorities) supplying the greatest share of visitation over the last 12 months is shown in a table, together with the change since the 12 months prior.

Visitor Spending Power Spending power of visitors over the last 12 months is shown as an average across a currency scale. The distribution for the centre is compared to the average for the county region and also nationally to provide a benchmark.

Visits by Day Part Share of visitation for the report month is shown by day part. The value provided is the result of the daily average over the course of month for this centre.

Dwell Time The average visit duration in minutes is shown for the centre over the last 12 months, for the report month, preceding month and equivalent month last year. Dwell time is shown as a distribution across minute intervals for the report month, and over the most recent four quarters in a column chart.

Footfall includes all traffic across the centre polygon, regardless of visitor intent or mode of transport used. Source data is collected on a first party basis through mobile apps. Consent to use this data for aggregated statistical purposes has been obtained prior to collection.

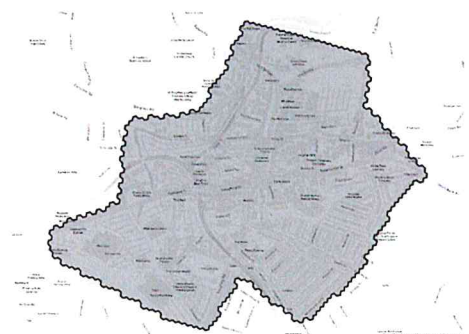
Results are validated with authoritative external sources prior to publication. We make every effort to ensure the accuracy of our reporting. As with all surveys based on population samples there may be differences between reported and actual values.

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skipton





Skipton Town Council

Proposed Skipton Town Council Events Calendar 2026

VE Day

Snapshot

Gala

Sheep Day / Armed Forces Day

Pride – Staffing only

Summer Holidays Kids Events

Remembrance Day

Christmas Lights

Christmas Markets