Cirencester (Street) Market – Charity Number 285116													
Trustees' Annual Report for the Period													
From	Period start date						**To**	Period end date					
	Day	01	Month	04	Year	2025		Day	31	Month	03	Year	2026

1. Reference & Administration Details

1.1. The Cirencester (Street) Market is a registered charity (Charity Registration No. 285116) under the sole Trusteeship of Cirencester Town Council, Bingham House, 1 Dyer Street, Cirencester Glos. GL7 2PP.

Names of the charity trustees who manage the charity	
Trustee name	**Dates acted**
Cirencester Town Council	01/04/25 – 31/03/26

2. Structure, Governance & Management

2.1. The markets incorporated within this charity are the Monday and Friday Charter Markets which provide a choice of goods under the provision of its historic Charter.

2.2. The charity is constituted as a Trust and is governed by a Bargain & Sale document dated 1961 and historic Charter with associated Market Rights. Cirencester Town Council acts as sole Trustee for the charity and trustees are selected on election as Town Councillors.

2.3. Whilst acting as sole trustee there is a direct link with the Town Council in respect of its charitable purpose in the relief of local council tax.

2.4. Cirencester Town Council is listed as the corporate trustee and individual councillors' names will not be listed separately.

3. Objectives & Activities

3.1. The charity's objective is to provide street markets offering a selection of produce, goods, and services with the aim of generating income and to apply any surplus income to benefit residents of Cirencester by providing relief to Council Tax.

3.2. In the reporting period, in keeping with the charitable aim of the Trust, £22,959 was provided as relief of Council Tax benefitting the local community, a slight decrease of £932 from 2024-25.

4. Achievements and Performance

4.1. In the reporting period, a total of 99 (=[1]) Charter Markets were held, out of a possible 100[2] opportunities, representing a 99% (+1) opening rate. There were 48 (-1) Monday markets and 51 (+1) Friday markets.

[1] Movement from previous year.

[2] Does not include 2x Mop Fairs or 1x Christmas closure

4.2. There were 3 anticipated closures and 1 unexpected closure, as detailed below:

- Monday 15th September: Bad weather
- Monday 6th October: Mop Fair
- Monday 13th October: Mop Fair
- Friday 26th December: Christmas Closure

4.3. The overall average number of stalls trading at the Markets in the reporting period was 39 (=). The average number at the Monday market was 34 (=) and 47 (=) at the Friday market.

4.4. 100% of the markets attracted category 2 or 3 fees; the lowest number of stalls at any market was 22, this was at a Monday market. 60 (61%) of the markets held included over 40 stalls and were charged at the higher licence fee and 39 (39%) included stalls between 21 and 40 in number. All the smaller markets were held on a Monday.

4.5. The 5-year licence to operate the markets ended on 31st January 2026 and was renegotiated with effect from the 1st February for a further 5 years and included a mid-term review, including a review of fees. Revised fees were introduced, taking into account the disparity between the Monday and Friday Markets.

Monday Charter Market

CATEGORY	No. of Stalls	Fees
Category 1	Up to 20 stalls	£215 per market
Category 2	Between 21 and 39 stalls	£265 per market
Category 3	40+ stalls	£315 per market

Friday Charter Market

CATEGORY	No. of Stalls	Fees
Category 1	Up to 20 stalls	£250 per market
Category 2	Between 21 and 39 stalls	£300 per market
Category 3	40+ stalls	£350 per market

4.6. The variety of traders at both markets is wide ranging and there remains a commitment to encourage and support local traders, suppliers, and businesses. The trading mix included street food, homewares, household products, clothing, local produce, gifts, and goods such as environmental wares; with a number of new traders being added.

The Market is actively promoted via social media, using mainly Facebook & Instagram, Cirencester Town Council's website, local listings, and printed media.

Each monthly edition of Ciren Scene carries a joint Cirencester Markets advertisement which includes details of the indoor markets in the Corn Hall.

The advertisement is also circulated in both print and electronic form via social media, noticeboards, community groups, local businesses such as hotels, campsites, retailers, pubs etc.

Cirencester Markets feature in the Town Council's Cirencester Town Guide.

Facebook and Instagram have high levels of engagement, whilst engagement via X was noticed to be low, and decreasing. Accordingly, X is no longer used, and Facebook and Instagram are used extensively. The social media insights for each platform are detailed below:

Platform	Followers	Movement from last year
Facebook	9,527	+1,963
Instagram	3,945	+222

4.7. The Markets feature on Trip Advisor and Google Business. Google is by far the most popular method of searching for and reviewing Cirencester Markets and has around 23,000 views each month. Cirencester Markets has a rating of 4.6/5 on Google Business (162 reviews) and 3.9/5 on Trip Advisor (12 reviews).

4.8. Further data and performance information can be found at Annex A.

5. Financial Review

5.1. In accordance with its charity status Cirencester (Street) Market is required to submit income and expenditure information to the Charity Commission on an annual basis.

5.2. In accordance with the Charity Commission's annual return requirements, income and expenditure information relating to 2025-26 is outlined on the following page for formal approval by Trustees.

Income	**2025-26**	**2024-25**	
Receipts	**£**	**£**	**Notes**
Charter Market Licence Fee	£28,285	£27,250	
TOTAL:	**£28,285**	**£27,250**	

Expenditure	**2025-26**	**2024-25**	
Payments	**£**	**£**	**Notes**
Business Rates	167	167	
Equipment Purchased	109	35	Repair to electricity power box
Market Management	220	200	External Audit
Promotion & Publicity	1,463	1,395	
Services (Electricity)	233	227	
Subscriptions & Licences	966	938	Premise Licence & Street Trading consent, NABMA, Purple Guide & Canva subscriptions.
Training	1,974	226	NABMA conferences
Consumables	194	171	
Relief to Council Tax	22,959	23,891	
TOTAL:	**£28,285**	**£27,250**	

7. **Submission of Annual Return to Charity Commission**

7.1. Subject to the approval of the Trust, the financial information required by the Charity Commission will be submitted within 10 months of the end of the financial year (by 31st January 2027).

8. **Declaration**

Signature(s)	Sharon	
Full name(s)	sarah caroline mary orr.	PETER GORDON SMITH
Position (e.g. Secretary, Chair, etc.)	Chair Community Services	TRUSTEE
Date	15/9/26.	15/9/26

ANNEX A

Number of Markets 01/04/25 - 31/03/26

	QTR 1 (Apr - Jun)		QTR 2 (Jul - Sep)		QTR 3 (Oct - Dec)		QTR 4 (Jan - Mar)		2025-26	
	Expected	Actual	Expected	Actual	Expected*	Actual	Expected	Actual	Expected	Actual
Monday Charter	13	13	13	12	10	10	13	13	49	48
Friday Charter	13	13	13	13	12	12	13	13	51	51
GRAND TOTAL	26	26	26	25	22	22	26	26	100	99
VARIANCE		0		-1		0		0		-1

*Excl. Mop
Fairs (x2)
Xmas (x1)

Income Plan 01/04/25 - 31/03/26

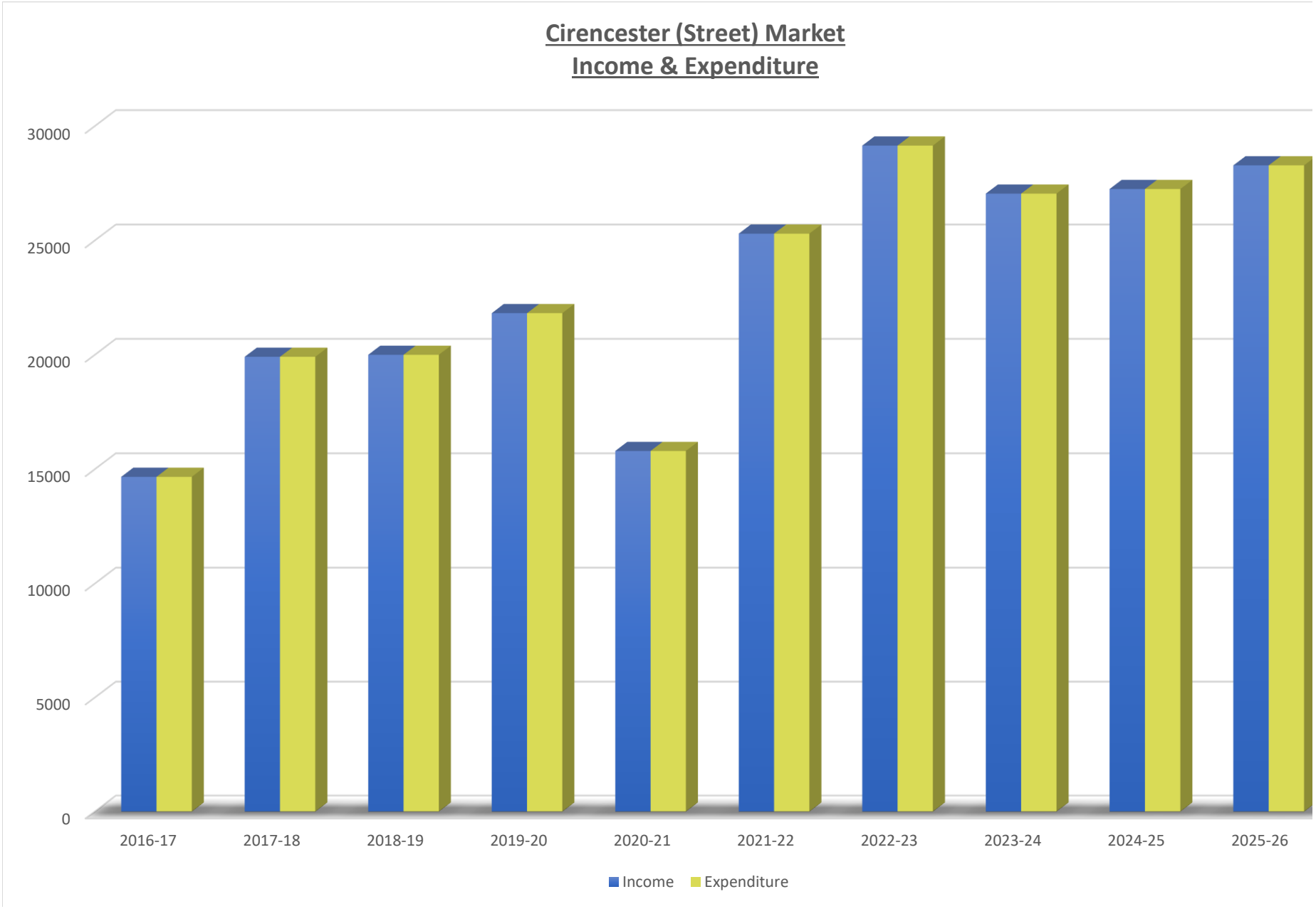
	QTR 1 (Apr - Jun)		QTR 2 (Jul - Sep)		QTR 3 (Oct - Dec)		QTR 4 (Jan - Mar)		2025-26	
	Expected	Actual	Expected	Actual	Expected	Actual	Expected	Actual	Expected	Actual
Monday Charter	£ 3,250	£ 3,550	£ 3,250	£ 3,100	£ 2,500	£ 2,550	£ 3,250	£ 3,385	£ 12,250	£ 12,585
Friday Charter	£ 3,900	£ 3,900	£ 3,900	£ 3,900	£ 3,600	£ 3,600	£ 3,600	£ 4,300	£ 15,000	£ 15,700
GRAND TOTAL	£ 7,150	£ 7,450	£ 7,150	£ 7,000	£ 6,100	£ 6,150	£ 6,850	£ 7,685	£ 27,250	£ 28,285
INCOME VARIANCE		£ 300		-£ 150		£ 50		£ 835		£ 1,035

Notes

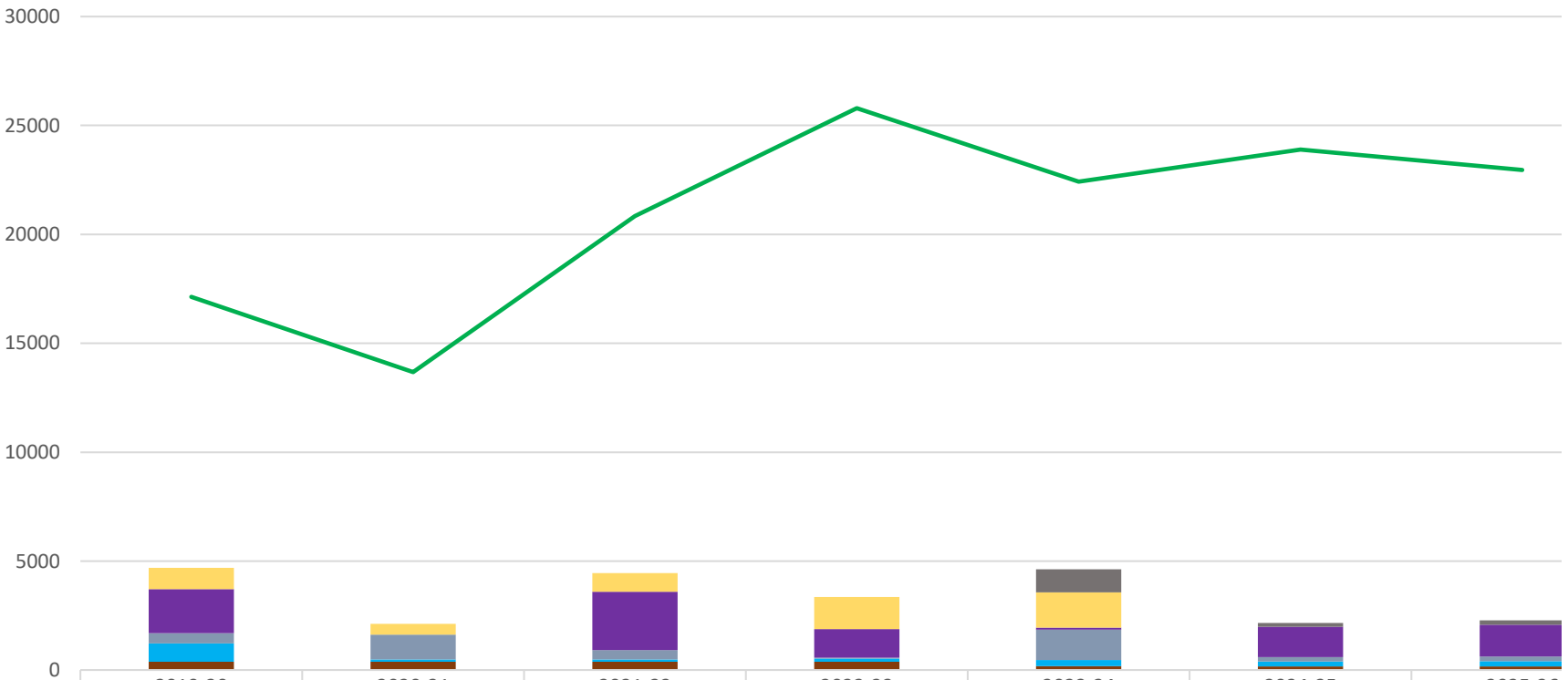
Expected income calculated on the follow basis: ***Monday*** *- Category 2 - (21-40 stalls) @ £250 per market ,* ***Friday*** *- Category 3 - (40+ stalls) @ £300 per market*
Charter Market Licence renegotiated in February 2026 & fees updated

Cancellations/Changes to Charter Markets - Dates in red indicate unexpected closures

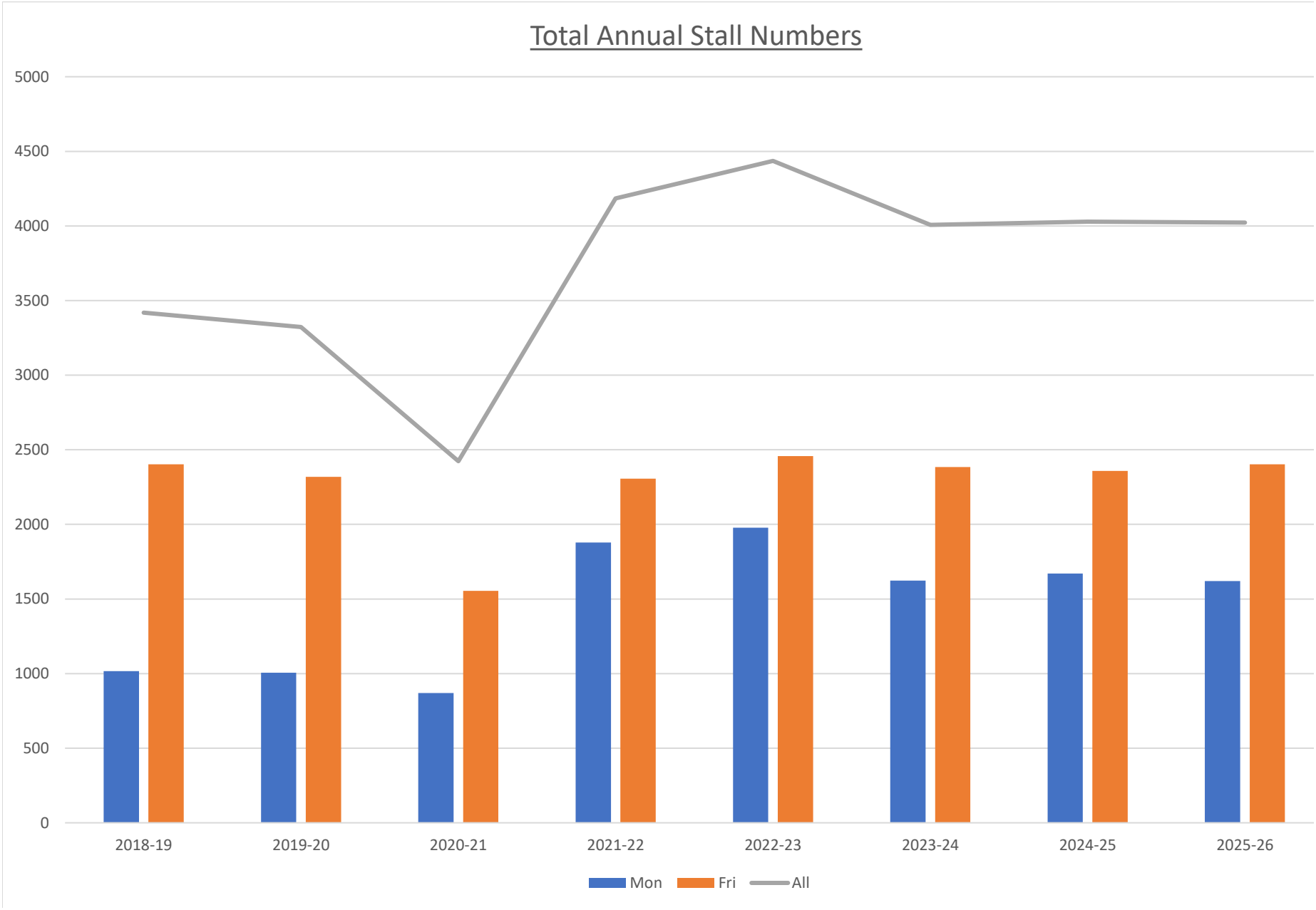
Monday 06/10/24 - Mop Fair	1
Monday 13/10/24 - Mop Fair	1
Friday 26/12/24 - Christmas Closure	1
Monday 15/01/25 - Bad Weather	1
	4

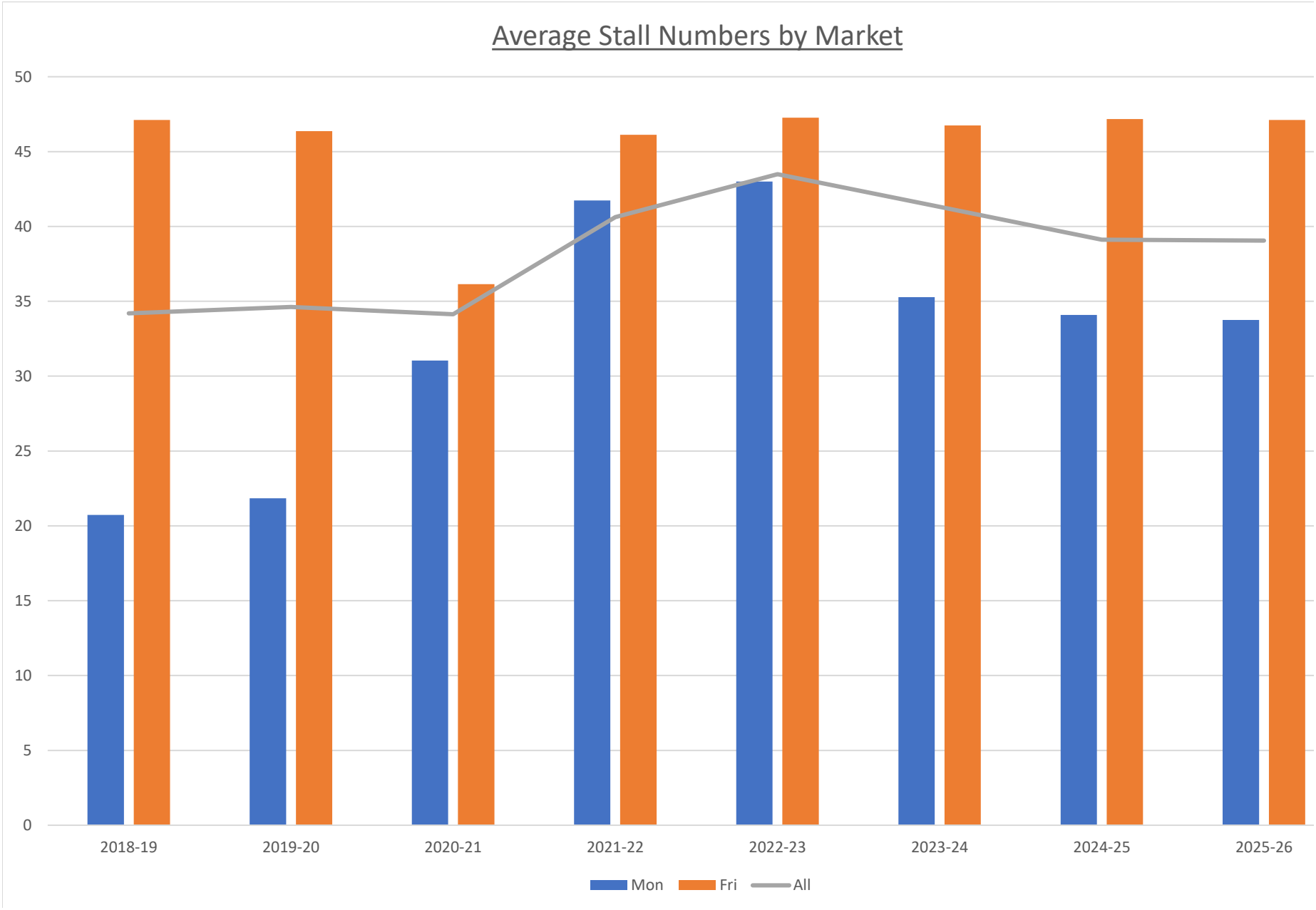

Cirencester (Street) Market
Income & Expenditure
30000
25000
20000
15000
10000
5000
0
2016-17
2017-18
2018-19
2019-20
2020-21
2021-22
2022-23
2023-24
2024-25
2025-26
Income
Expenditure

Expenditure Analysis



	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26
Maintenance	0	0	0	0	0	0	0
General	0	0	0	0	1058	171	193.84
Industry Member Fees	979	495	862.43	1484	1625	0	0
Promotion & Publicity	2027	0	2680.83	1310	100	1395	1462.5
Market Management	458	1135	423	35	1384	200	220
Services (Electricity)	851	108	103.31	143	290.5	227	233.3
Business Rates	378	384	384	384	171.5	167	167.16
Relief to Council Tax	17132	13678	20846.4	25794	22421	23891	22959


Total Annual Stall Numbers
5000
4500
4000
3500
3000
2500
2000
1500
1000
500
0
2018-19
2019-20
2020-21
2021-22
2022-23
2023-24
2024-25
2025-26
Mon
Fri
All


Average Stall Numbers by Market
50
45
40
35
30
25
20
15
10
5
0
2018-19
2019-20
2020-21
2021-22
2022-23
2023-24
2024-25
2025-26
Mon
Fri
All

Report of the independent examiner to The Cirencester Street Market Charity

Report on the accounts of The Cirencester Street Market Charity for the year ended 31st March 2026, which are set out on pages 2 to 3 of the Statement of Accounts attached.

Respective responsibilities of trustee and independent examiner

The Charity's trustee is responsible for the preparation of the accounts. The Charity's trustee considers that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (the 1993 Act)) and that an independent examination is needed.

It is my responsibility to

- Examine the accounts (under section 43(3)(a) of the 1993 Act)
- Follow the procedures laid down in the General Directions given by the Charity Commissioners (under section 43(7)(b) of the 1993 Act); and
- State whether particular matters have come to my attention.

This report is made solely to the Trustee of The Cirencester Street Market Charity in accordance with the Charities Act 1993. My work has been undertaken so that I might state to the Trustee those matters I am required to in an examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Trustees of The Cirencester Street Market Charity for my work, for this report, or for the opinions I have formed.

Basis of independent examiner's report

My examination was carried out in accordance with the General Direction for Independent Examination issued by the Charity Commissioners. An examination includes a review of the accounting records kept by the Charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking of explanations from you as trustee concerning such matters. The procedures undertaken do not provide all the evidence that would be required if a full audit was undertaken, and consequently I do not express an audit opinion on the view given by the accounts.

Examiner's statement

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with Section 41 of the Act: and
- to prepare accounts which accord with the accounting records and to comply with the accounting requirements of the Act, have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Chris Hall for Auditing Solutions Ltd

8 June 2026