



# LEDBURY TOWN COUNCIL

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4 August 2022

To: All Councillors  
Non-Councillors: Caroline Green (Chair)

Dear Member

You are invited to attend a meeting of the **Markets Working Party on Monday, 8 August 2022 at 10.00 am at Ledbury Town Council Offices**, for the purpose of transacting the business below.

Yours faithfully

Angela Price  
Town Clerk

## FILMING AND RECORDING OF COUNCIL MEETINGS

Members of the public are permitted to film or record meetings to which they are permitted access, in a non-disruptive manner. Whilst those attending meetings are deemed to have consented to the filming, recording or broadcasting of meetings, those exercising the rights to film, record and broadcast must respect the rights of other people attending under the Data Protection Act 1998.

## A G E N D A

1. **Apologies for absence**
2. **Declarations of Interests**

To receive any declarations of interest and written requests for dispensations.  
*(Members are invited to declare disclosable pecuniary interests and other interests in items on the agenda as required by the Ledbury Town Council Code of Conduct for Members and by the Localism Act 2011)*

*(Note: Members seeking advice on this item are asked to contact the Monitoring officer at least 72 hours prior to the meeting)*

3. **To elect non-council members to the Markets Working Party**

6. **To approve and sign the minutes of a meeting of the Markets Working Party held on 27 June 2022**  
**(Pages 35**
7. **Update on progress of Charter Markets Strategy Working Document**  
**(Pages )**
8. **Report on Weekday Markets** **(Verbal Update)**
9. **Report on Craft Markets** **(Verbal Update)**
10. **Date of Next Meeting**

The date of the next meeting of the Markets Working Party is scheduled for Monday, 5 September 2022 at 10.00 am, in the Market House.

**LEDBURY TOWN COUNCIL**

**MINUTES OF A MEETING OF THE MARKETS WORKING PARTY MEETING  
HELD ON 27 JUNE 2022**

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**PRESENT:** Councillors Hughes and Morris

**ALSO PRESENT:** Angela Price – Town Clerk  
Emma Jackson – CDO

**MWP30. APOLOGIES FOR ABSENCE**

Apologies were received from Councillor Chowns.

**MWP31. DECLARATIONS OF INTEREST**

None received

**MWP32. TO ELECT NON-COUNCIL MEMBERS**

None

**MWP33. TO APPROVE AND SIGN THE MINUTES OF A MEETING OF THE  
MARKETS WORKING PARTY HELD ON 16 MAY 2022**

**RESOLVED:**

**That the minutes of the Markets Working Party meeting held on 16  
May 2022 be approved and signed as a correct record.**

**MWP34. UPDATE ON PROGRESS OF CHARTER MARKET STRATEGY  
WORKING DOCUMENT**

Councillor Morris expressed concerns over the progress of the Market Strategy and suggested that this needed to be revisited with it potentially being started from the beginning. He felt that the strategy should include the long-term view of the council in respect of the markets and how this could be managed. He stated that the market as it is at the moment is an embarrassment and there needs to be a wider conversation about how this can be managed.

The CDO provided an explanation on why some traders had not been at the market through June, whilst also making Members aware that on 25 May the Saturday market had been at full capacity.

It was felt that not enough information was being provided in the reports to the working party, and that the information should include for example:

- The number of stalls present each day
- The name of the trader and what they sell
- A schedule of traders for future markets
- Speciality markets

Councillor Morris suggested that gazebos should be put up on the High Street on market days irrespective of whether the spaces are booked or not, as this makes the market look like a market. It was agreed that something could be placed on the empty stalls advising that the space was available for hire, with contact details and costs.

**RESOLVED:**

**That the Clerk and CDO meet with Councillor Morris, as the Chair of Economy & Planning to discuss the content of a market strategy and how this can be drawn together.**

**MWP35. REPORT ON WEEKDAY MARKETS**

It was noted that some of the information requested above had been included in the report on the weekday markets that had been provided by the CDO at the meeting and that much of the discussion around this had been covered in the previous agenda item.

**MWP36. REPORT ON CRAFT MARKETS**

The CDO advised that due to lack of interest the June Craft Market had been cancelled. However, she advised that the first two Fridays in July would see the Ledbury Country Market under the Market House.

Members were reminded that it had previously been agreed that officers would develop craft markets on dates where other events were happening in the town, and that the next ones to consider would be the Poetry Festival, which will be when the Ledbury Country Market would be under the Market House and the Christmas Lights Switch on event at the end of November.

It was noted that work should be starting to encourage stalls to the Christmas Lights Switch on market.

**RESOLVED:**

**That the above information be noted.**

MWP37. DATE OF NEXT MEETING

RESOLED:

To note that the date of the next meeting of the Markets Working Party is schedule for 11 July 2022 at 10.00 am.

The meeting ended at 10.55 am.

Signed ..... Dated .....

DRAFT



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## LEDBURY TOWN COUNCIL

<b>MARKETS WORKING PARTY</b>	<b>8 AUGUST 2022</b>	<b>AGENDA ITEM: 7</b>
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Report prepared by Emma Jackson, Community Development Officer (*Maternity Cover*)

### **UPDATE ON PROGRESS OF CHARTER MARKETS STRATEGY WORKING DOCUMENT**

#### **Purpose of Report**

The purpose of this report is to update Members of the Markets Working Party on progress with the Charter Markets Working Strategy document, and to give consideration for a revised timeframe for its delivery.

#### **Detailed Information**

Prior to going on maternity leave, the Community Development Officer (CDO) developed a Charter Market Strategy which was presented to members of the Markets Working Party by her maternity cover and the Clerk at a meeting of the Markets Working Party, initially on 22 April 2022 and deferred for consideration to 16 May 2022. At that time, the CDO was not available to provide comment.

Updates were made to the Strategy paper, and it was resolved that the CDO would create a Marketing/PR plan taking into account the points raised within the Market strategy document. At the next Working Party meeting, held on the 27 June 2022, Councillor Morris advised that the Charter Market Strategy document needed to be revisited and potentially started from the beginning. It was resolved that that the Clerk and CDO meet with Councillor Morris, as Chair of Economy and Planning, to discuss the contents of a Charter Market Strategy and how this can be drawn together (Minute no. MWP 34 refers).

A meeting between Councillor Morris, the Clerk and CDO took place on Tuesday, 5 July 2022. At that meeting it was agreed that the best way forward was not to rush advancing a Charter Market strategy, and instead to take time to develop a comprehensive Strategy, and Implementation Plan that would be effective over an extended period.

To do this, the CDO recommends that the following stages need to be covered:

1. Gathering Information
  - a. Analysing what's changing
  - b. Carrying out an audit
  - c. Reflecting on what is known

2. Formulating Ideas
  - a. Predicting the direction of travel
  - b. Deciding preferred direction of travel
  - c. Identifying the missing gaps
  
3. Planning Action
  - a. Creating more options
  - b. Checking they meet the SMART criteria
  - c. Deciding on how best to implement them

These steps should be progressed by the Members of the Working Party, informed by data and suggestions from officers.

The CDO is currently working on stage one, as agreed by the Clerk and Councillor Morris. She continues a review of the current Charter Market, both in terms of current trading, the processes involved in securing ongoing and incoming business, and the resources required to deliver a successful Charter Market. The CDO also regularly engages with traders on the Charter Market to understand their requirements and gain feedback, as part of the 'gathering information' stage. These are included in the updates on Markets provided to this Working Party. Members of the Working Party might also wish to note that the Charter Market requires ongoing operational resource to ensure existing opportunities are maximised. In June and July, changes within LTC staff personnel meant that the CDO covered much of this day-to-day administration. This was useful in identifying where current processes require refinement e.g., swiftness of response to incoming trader enquiries, capacity for day-to-day administration. It has also been useful in identifying where revenue is lost, gained, or achieved by different means. The Clerk, CDO and LTC Admin have scheduled a meeting for the 12 August 2022 to review the current process and agree any follow-up work.

Additionally, the CDO and Clerk attended an online NABMA/SLCC Conference on 14 July 2022. The presentations from this are available as an online resource: <https://youtu.be/GalWkqFx63E>. There are some follow-up action points for Ledbury Town Council to undertake, and the Clerk and CDO plan to go through these before providing an update to Members of the Markets Working Party.

On Councillor Morris' recommendation, the CDO and Clerk are also planning to visit some local markets. Initial enquiries suggest that such visits are best after the summer months when trade is non-typical.

Both the CDO and the Clerk continue to receive communications from NABMA members. There is an active online forum, which regularly shares resources. These include feedback on the impact of the current economic situation on footfall, job descriptions for designated Council staff covering markets, and updates on changes to government policy. These can be used to inform subsequent implementation plans.

Finally, Members of the Markets Working Party are asked to note that the CDO has been absent from work to contracting Covid for a period of time, which inevitably has impacted on her productivity. It should be borne in mind that this is not the only project that the CDO is currently working on and drafting of a comprehensive Strategy will be undertaken alongside other tasks dependent on priority.

## **Recommendation**

That members of the Markets Working Party consider the stages outline in formulating a Charter Market Strategy Working Document and agree to a revised timeframe for its delivery.

