

LEDBURY TOWN COUNCIL

Economic Development & Planning Committee
Meeting 15.03.2018

E.6

Report of Charter Market Working Party

Held on 27 February 2018

Present:

Cllr Annette Crowe (Chair), Cllr Martin Eager, Cllr Nick Morris, Cllr Bob Barnes and Cllr Keith Francis

Alan Ottey, NABMA

The purpose of this meeting with Alan Ottey, was to discuss ideas which would entice Market Traders to the Ledbury Charter Market. Suggestions were as follows:

1. Two weeks paid with the third and fourth weeks free; our current rent rates may be too high.
2. Invite musical performers for a couple of hours, payment for musicians could be met from rent monies.
3. Approach craft co operatives, so they can share the stall week by week.
4. Food Act 1984 (Part 3), this legislation allows us to have a market any day; however permission may be needed by Herefordshire Highways.
5. Approach WI to trade within the Market area
6. Refer to "Stall Finders" website to contact possible Traders:
[\(https://www.stallfinder.com/search/event/\)](https://www.stallfinder.com/search/event/)
7. The Council and Traders work together; this will also encourage promotion.
8. Developing social media profiles/pages to promote the Market (tea time best time to upload details). The Market could also possibly have its own Facebook Page.
9. Take photos of traders and description of what they sell and link them to the Market traders themselves.
10. Look at Tiverton Market.com for further ideas.
11. Approach neighbouring towns who already have a Market or Town Manager; would they be willing to share?
12. Ask local businesses to promote market as well as it could bring in greater footfall. (Approach Alison from Ledbury Traders Association.)
13. Promote a small independents day for small businesses promote their products.
14. Make sure there are maps in the car parks so people know where they are going, maybe joint Council and Traders. Display these maps nearby the ticket machines
15. Newsletter to traders and businesses let them know about events in the town.
16. Possibly have themed markets for example, antiques, medieval, music, crafts, country market

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17. Mr Ottey advised that it takes two years to successfully build up a market with a dedicated person to do it.
18. A local bus to pick people up to bring them into town.
19. Change wording in Market regulations regarding exclusivity.
20. Friday seems to be a busy day maybe put a market on then.
21. Offer free stalls to colleges/start ups or schools helping to teach them about business and dealing with people.
22. Contact allotments and see if they want a stall, maybe excess vegetables could be sold off for allotments funds or a charity.
23. Contact local charities and offer them free stalls.
24. Healthy living market, doctors/dentists might take part.
25. A delegate from LTC attends the NAMBA conference in September.
26. Poetry tree with traders all writing one line and a poet using lines to make a poem about Ledbury.

Action: Send email to Alan at NABMA for details of second hand stalls, also send a copy of our market rules and a copy of our charter.