



LEDBURY TOWN COUNCIL

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30 August 2023

To: All Councillors
Non-Councillors: Caroline Green

Dear Member

You are invited to attend a meeting of the **Markets Working Party on Tuesday, 5 September at 10.00am 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**

4. **To approve and sign the minutes of a meeting of the Markets Working Party held on 4 July 2023** (Pages 19 - 22)
5. **Draft Ledbury Charter Market policy** (Pages 23 - 28)
6. **Draft Charter Markets Strategy and Policy Statement** (Pages 29 - 32)
7. **Charter Market Trader Attendance** (Pages 33 - 34)
8. **Consideration of part-time post to support Saturday markets** (Verbal Report)
9. **Date of Next Meeting**

The date of the next meeting of the Markets Working Party is scheduled for Tuesday, 3 October 20223 at 10.00 am.

**Distribution: Full agenda reports to all Councillors (10)
Plus, file copy**

LEDBURY TOWN COUNCIL

**MINUTES OF A MEETING OF THE MARKETS WORKING PARTY MEETING
HELD ON 4 JULY 2023**

PRESENT: Councillors Hughes, l'Anson and Morris
Mrs Caroline Green – Chairman (Trader in Ledbury High Street)

ALSO PRESENT: Angela Price – Town Clerk
Olivia Trueman – Community Development Officer (CDO)

MWP1. TO ELECT CHAIRPERSON FOR THE 2023/24 MUNICIPAL YEAR

RESOLVED:

That Caroline Green be elected as Chair of the Market Working Party for the 2023/24 Municipal Year.

MWP2. APOLOGIES FOR ABSENCE

Apologies were received from Councillor Howells and Tim Brenan (Market Trader)

MWP3. DECLARATIONS OF INTEREST

A declaration of interest was received from Councillor Helen l'Anson in relation to a regular Trader who had provided comments in relation to agenda item 6. Councillor l'Anson was asked to sign the Declaration of Interests register.

MWP4. TO ELECT NON-COUNCIL MEMBERS

None received.

MWP5. TO APPROVE AND SIGN AS A CORRECT RECORD THE MINUTES OF THE MARKETS WORKING PARTY HELD ON 11 APRIL 2023

RESOLVED:

That the minutes of the meeting of the Markets Working Party held on 11 April 2023 be approved and signed as a correct record.

MWP6. COMMENTS AND SUGGESTIONS FROM TRADERS REGARDING MARKET POLICY

Members were provided with comments and suggestions from Dragon Produce and Young and Green Homes in relation to the draft policy. It was agreed that all suggestions were beneficial, and that the policy should be updated with the amendments.

Councillor Morris suggested that the CDO provide a report to every Markets meeting detailing who had been contacted to trade at the market. Councillor Hughes suggested that this be done as a brief report which could be done verbally.

There was a conversation about temporary screening under the Market House during the winter, to create a barrier from the wind and cold. The Town Clerk advised members that due to the Market House being a listed building there would be no way of attaching screening to the building. Councillor Hughes suggested using the gazebos under the Market House which would provide some protection.

The CDO reminded members that she had already contacted Herefordshire Council to ask whether they would provide Market Traders with discount on parking when using Herefordshire owned carparks, in particular St Katherines. Members agreed that this could be included in the strategy for future discussion.

RESOLVED:

- 1. That the Draft Policy be updated with the relevant comments and suggestions received from Traders.**
- 2. That the CDO provide a verbal report to each Market Meeting on the progress of inviting new traders to the Market.**
- 3. That the Council advertise the use of gazebos under the Market House, particularly during the winter months.**

MWP7. OUTLINE CHARTER MARKET STRATEGY AND POLICY STATEMENT

The Town Clerk advised Members that the Planning Economy Tourism Committee had referred the document back to the Working Party.

Members were disappointed that there had been no discussion on the draft strategy at the Planning Economy and Tourism Committee.

Councillor Morris felt that the strategy was difficult to read and understand.

The Town Clerk suggested that she and the CDO work together to create a final draft copy of the Market Strategy and that it be submitted to the next Planning, Economy, and Tourism agenda in August. Councillor Hughes advised he would be happy to work with officers to achieve this.

RESOLVED: That the Town Clerk, CDO and Councillor Hughes meet to provide more information in the Market Strategy document and that this be submitted to the Planning, Economy, and Tourism agenda in August.

MWP8. REQUEST RECEIVED FROM NABMA

Members were advised that NABMA have recently taken on the administration of the All-Party Parliamentary Group and have subsequently secured a date for an AGM on Tuesday, 18 July 2023.

The correspondence received requested that Ledbury Town Council contact the local MP to attend the AGM to ensure that the meeting is properly constituted.

RESOLVED: That Ledbury Town Council write to the MP asking him to attend the AGM on Tuesday, 18 July, to reconstitute the All-Party Parliamentary Group

MWP9.3 DATE OF NEXT MEETING

RESOLVED:

To note that the next meeting of the Markets Working Party is scheduled for Monday, 11 September 2023 at 10.00 am.

The meeting ended at 11.00am.

Signed **Dated**

Ledbury Town Council Charter Market Policy



Policy Statement

Ledbury Council has powers to establish and operate markets under the Markets Charter and part III of the Food Act 1984.

The Council's Markets Policy is intended to cover all market events held within the town of Ledbury. In order that potential market operators are fully aware of the council definition of a market the following guidelines are provided:

- The legal definition of a market is a 'concourse of buyers and sellers' (this means that the public are entitled to attend market events to buy and sell).
- A market will comprise not less than five stalls, stands, vehicles, whether moveable or not or pitches from which articles are sold.
- There will be an operator of the market who will be responsible for the organisation and delivery of the event.
- The term 'market event' includes car boot sales, antiques and craft markets, general markets, farmers' markets, and charity markets.
- A market may sometimes be held as an integral part of a special event/festival and where this arises the market element will fall within the Council's markets policy.

This Policy will be reviewed on an annual basis. Any amendments or updates will be applied by the Town Clerk and reported to Finance, Policy, and General Purposes Committee.

General Information

1. The Market shall be open for business each Market Day from 8.00 am to 4.00pm. Stall holders should arrive from 7.30 am and must be clear of the site by 5.00pm.
2. Cones and barriers with signage will be put in place and cleared for Tuesday and Saturday Markets. The Towns Operative or Local Contractor will schedule this work.
3. Other than for loading or unloading, no vehicle shall be parked at any time on the roadway adjacent to the Market House or Market area unless the vehicle constitutes a Stall. **All vehicles must be removed by 8.30 am.**
4. Traders leaving early must cone-off their Pitch to avoid cars parking in Pitches; cones will be made available.

5. The Town Council shall look for traders to complement existing retail in the town.
6. The Town Council does not promise exclusivity to any trader.
7. One free charity or town organisation pitch will be offered at each Charter Market.
8. If there are vacant spaces at the market, The Markets Officer will offer traders the opportunity to utilise a further space at a discounted rate of £5 per pitch on the day.
9. If the Town Council becomes aware of any false information supplied on the licence application, a trader's licence may be terminated. Where a termination of the licence has taken place and the trader feels there are extenuating circumstances, they may make an appeal in writing to the Town Clerk, Ledbury Town Council, Church Lane, HR8 1DH.
10. All persons left in charge of a stall must be 18 years or over.
11. Market fees can be paid in advance by BACS or cash on the day.
12. The Town Council reserves the right to refuse permission or withdraw consent to trade at any time without notice; this will not be done without good reason. The decision will be taken by the Planning and Economy and Tourism committee, and Traders will be advised in writing and given the opportunity to appeal.
13. Traders may be re-located to an alternative site, free of charge, during Community Events. (During the October Fair which takes place during the second Monday and Tuesday of October, the Tuesday Market will not be held due to space restrictions.
14. No traders will be allowed to trade if their rent is in arrears by 4 weeks.
15. Special promotional rates may apply to new traders.
16. Additional charges for the use of the in-ground power supply will apply.
17. The Town Council will regularly promote the Charter Market and traders, including their wares, on social media and public press.

Traders Responsibilities

18. Traders must ensure:
 - They occupy the allocated plot as instructed by the Markets Officer.
 - That the size of plot matches that paid for.
 - They comply with the Town Council's safety guidelines.

They occupy their Pitches by 8.30am otherwise the Pitch may be reallocated for that day.

19. Notice of absence to be given by 2.00pm on the proceeding day by contacting the office on 01531 632 306.
20. Each Regular Trader is permitted up to a maximum of three days unforeseen absence (exempt from payment) in the 12-month period from April to March.
21. Seasonal Traders should provide a schedule of trading in advance, and will be given some flexibility.
22. If Traders are unable to source stock on the day immediately following a bank holiday, they must pre-book the day as absent giving four weeks' notice. However, if notice is not received within this time, a charge may be incurred.
23. Traders are expected to maintain adequate stock to trade until 4pm during the months of June, July and August unless otherwise agreed with the Markets Officer.
24. The traders must ensure that all refuse is collected from and around the Market House at the close of market and that adequate arrangements have been made for disposal. If litter is not removed arrangements will be made to collect litter and the traders will reimburse the Town Council for monies expended.
25. Stallholders and their assistants are required to conduct themselves in an orderly manner and are not permitted to perform any act which may cause annoyance or inconvenience to the public, nor to adjacent Stallholders.
26. All market traders must hold a current public liability insurance policy with cover of at least £5,000,000.00 (five million pounds) for any one claim. A copy of your insurance must be provided to the Town Council
27. All traders must comply with any relevant statutory requirements, bylaws and other legislation.
28. All accidents, disputes, thefts, disorderly conduct and goods lost and found must be reported to the Markets Officer.
29. No hawking / pitching is permitted at the Charter Market. If Hawkers are present at speciality markets, they will be asked to pay the going rate or asked to leave.

Nature of Goods

30. The Council determines the right to determine the types of goods sold.

31. No stallholder may make a material change in the class of goods authorised to be sold, except with the written permission of the Town Clerk.
32. Any sale of alcoholic goods must be accompanied by the correct, approved Licence. Proof of this Licence must be obtained and presented to the Town Council before trading can commence.
33. No open bottle alcohol sales shall be permitted.
34. It is the responsibility of the trader to check what licenses may be applicable and ensure these are obtained where necessary.
35. Stallholders preparing food will be required to provide food hygiene/handling certificates. Proof of these Certificates **must** be obtained and presented to the Town Council before trading can commence.
36. The use of the Market Place for the performance, sale or display of live animals, birds, or fish will not be permitted.
37. No firearms (real or imitation) will be sold at the market, but domestic cutlery is permitted. The sale of any item that may be deemed to be of a harmful, objectionable or offensive nature, or that is prohibited by current Acts of Parliament, is not permitted.

Equipment

38. Traders may supply their own stalls, including any tables and chairs.
39. Traders may request the use of the council's tables (for which there is a charge of £5 per table)
40. Traders may request a gazebo (free) on a first come first served basis. The gazebos were funded by the Great Places to Visit Grant in 2022.
41. Town Council Gazebos can be used under the Market House or outside. Traders must read and sign the gazebo terms and conditions before hiring.
42. Loudspeakers, instruments or other noise generating appliances are not to be used unless authorised by the Markets Officer and shall be so moderated as not to cause any nuisance annoyance or disturbance to residents in the vicinity and the trader acknowledges that their attention has been drawn to the bylaws with respect to noise pollution.
43. Infringement of any of the above conditions or non-payment of fees by the trader will be treated as termination of the licence with the Town Council and may affect future applications for market trading.

Community Based Markets

Community-based markets are organised by local communities or organisations with the intention of raising funds for a specific charity or celebrating a special event. The Council will consider applications in respect of community-based markets having regard to the following requirements:

44. The markets must be operated on a non-profit making basis to assist a charity or community event and the operator shall supply relevant information to the Council if requested. While it is acknowledged that some traders will be selling goods for their own purposes, the Council will look for the event to have a strong charitable element in the way the event is organised.
45. In respect of any consent the operator must have adequate insurances, comply with trading standards guidelines, health and safety requirements and any other statutory provisions laid down by the Council.
46. The Council will insist on such other requirements as are deemed appropriate to ensure consumer and public safety standards.

LEDBURY TOWN COUNCIL

MARKET WORKING PARTY	05 SEPTEMBER 2023	AGENDA ITEM: 6
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Report prepared by Olivia Trueman – Community Development Officer

UPDATE ON PROGRESS OF CHARTER MARKETS STRATEGY & POLICY STATEMENT

Purpose of Report

The purpose of this report is to update Members of the Markets Working Party on progress with the Charter Markets Strategy and Policy statement.

Detailed Information

Members will recall that the Town Clerk and Community Development Officer were scheduled to meet with Councillor Hughes to complete the Markets Strategy. Unfortunately, Councillor Hughes was unable to attend the meeting and therefore the Clerk and CDO completed the document, with the suggestions proposed by the committee.

Members will note that the changes/amendments that have been made to the document are in red. Officers felt that the highlighted bullet points required further discussion from Members.

Recommendation

That a recommendation be sent to the Economy Planning and Tourism Committee to approve the Markets Strategy and Policy Statement.



Ledbury Town Council

Charter Market Strategy & Policy Statement

1. Immediate Strategy and Policy

- 1.2 The Charter Market will continue in the current position under and to the side of the Market House. There are currently 8 pitches under the Market House and 5 pitches to the side of the Market House.
- 1.3 The Market will continue to welcome traders on Tuesday's and Saturday's.
- 1.4 LTC will attempt to negotiate the 'freeing up' of parking spaces which are unused by market traders. This refers to the 5 parking spaces in the TRO area which LTC and HC are in discussion about.
- 1.5 Cones and barriers with signage will be put in place and cleared on Tuesdays and Saturdays. Town maintenance operatives or local contractors will schedule this work.
- 1.6 Current and updated Terms and Conditions will be applied by the Town Clerk and reported to the Chair of Finance, Policy and General Purposes.
- 1.7 One free charity or town organisation pitch will be offered at each Charter Market. Consideration will be given to a second charity pitch subject to there being enough space.
- 1.8 Permanent and temporary market signage will be designed, sourced, fixed or stored for day-use.
- 1.9 Weekly/ daily updates of traders who will be attending will be made to websites, public notices, Ledbury Reporter, and local social media.

2. Short-Medium term Strategy and Policy (6-12 months)

- 2.1 Traders needing to sell from the back of their vehicle (e.g., cheese and fish) will continue to trade to the side of the Market House within the designated TRO space.
- 2.2 LTC to refresh Charter Market branding, including a new logo which could be designed by a local artist.
- 2.3 Create & implement a Marketing / PR plan for next 6 – 12 months which provides regular marketing and is audience specific.
- 2.4 Market pitches will be available under and in the Market House. Traders who make regular use of the Market House will be offered a discounted rate for the first 6 months. For a trader to have a 'regular' status, they must trade at least 6 times in a 6-month period.
- 2.5 Market traders transport vehicles will be booked into remaining parking spaces, subject to the removal of the TRO.
- 2.6 Local market-trader businesses, current traders, and 'lapsed businesses' will be contacted and offered a twelve-month discount to rent a pitch. (Discount calculated by 'profit' of Charter Market over last 12 months).



Ledbury Town Council

Charter Market Strategy & Policy Statement

- 2.7 Current shop traders in Ledbury will be offered a 'free pitch' at the Charter Market. Other Terms and Conditions will apply.
- 2.8 Financial support will be sought from e.g Herefordshire County DBID (Destination Business Improvement District; Ledbury MTIP (Market Town economic development Investment Plan).
- 2.9 LTC to promote/work with nearby Tourist information centres (TIC) and Glide Media to promote the Market.
- 2.10 Promotion will continue and be strengthened and linked to tour operators and transport links.

3 Long Term Strategy and Policy (12-24 months)

- 3.1 The Charter Market will move to the redesigned and renovated area between St Katherines, The Master's House, and The Barn. There has been dialogue between LTC and HC in respect of LTC potentially taking over the responsibility for the Market Area at St Katherines.
- 3.2 Market traders' vehicles will park free-of-charge in St Katherines Car Park. Fees will be deducted from pitch fees.
- 3.3 Additional parking spaces will be freed-up to allow for expansion.

4 Future Council aspirations to support the Charter Market

- 4.1 Link to asset transfer management e.g., Car Parks. LTC to enter into discussions with HC in respect of community asset transfers (CAT)
- 4.2 LTC to investigate possible 'hooper' type transport which will link to Ledbury town and district green public transport system e.g., small electric buses. LTC to work in conjunction with the Traffic Management Working Party and Community Organisations such as Community Action
- 4.3 Link to LTC Renovation Plan e.g., compulsory purchase orders of 'abandoned' commercial premises; pop up business opportunities.

LEDBURY TOWN COUNCIL

**MARKET WORKING
PARTY**

05 SEPTEMBER 2023

AGENDA ITEM: 7

Report prepared by Olivia Trueman – Community Development Officer

CHARTER MARKET TRADER ATTENDANCE

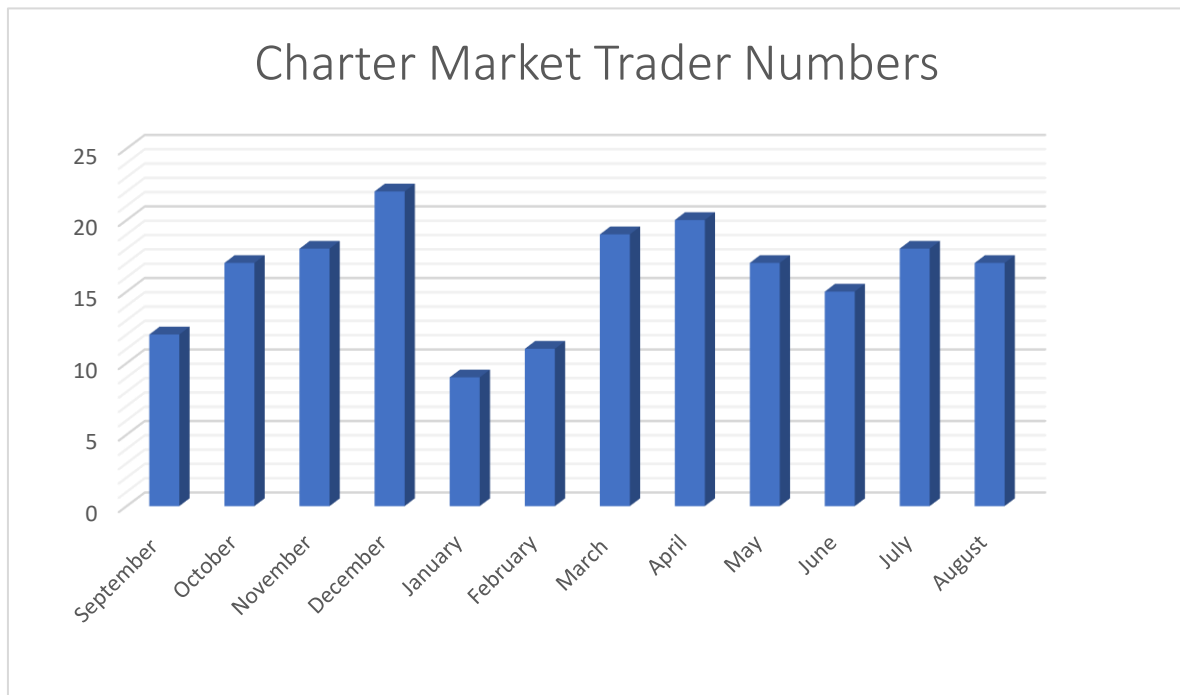
Purpose of Report

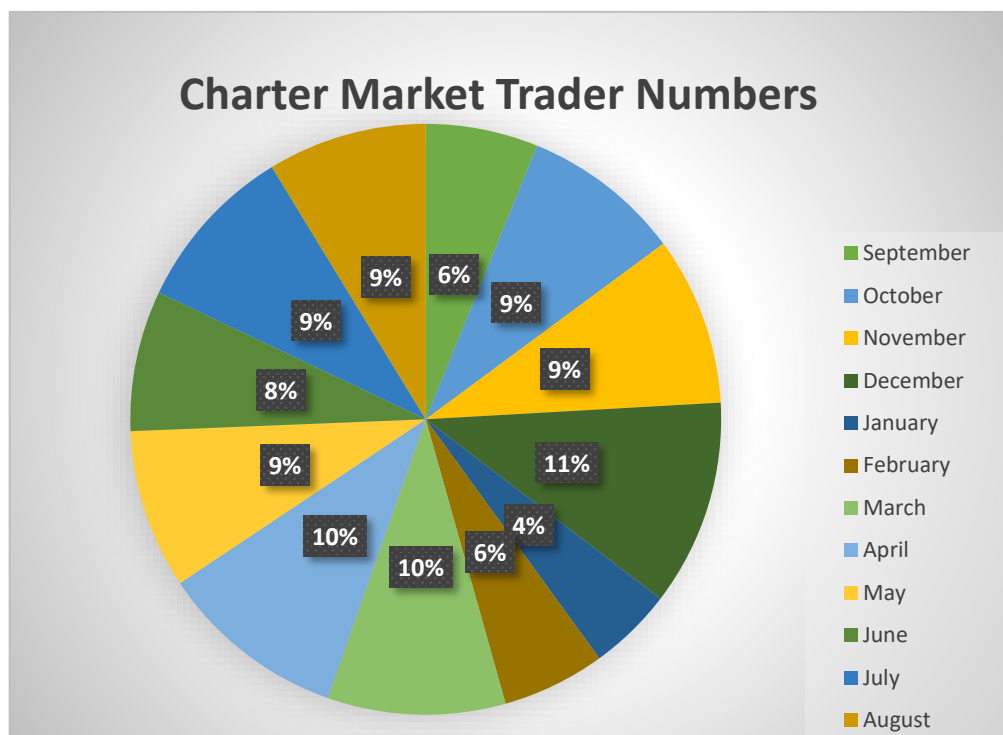
The purpose of this report is to provide Members of the Markets Working Party with data relating to the attendance of Traders at Ledbury Charter Market.

Detailed Information

The below graphs provide data on the attendance of Traders at Ledbury Charter Market from September 2022 – August 2023.

Members will notice that months January and February are the least popular for trading. It is believed by Officers that this is due to most traders selling seasonal produce.





Invitations to Trade at Ledbury Charter Market

Both the Community Development Officer and Administrator regularly invite new traders to have a stall at the Market. The below details are traders that have been contacted since the last Markets Meeting in July 2023.

- Herefordshire charcuterie
- Twigs and Dough
- Vegan Market Co – *CDO has meeting booked September.*
- Wye Valley Mead
- Gintroductions
- Claire Howett (Cheese, milk, and fresh produce)
- Made by Kate
- Afghan Pizzas

The Nest, located on the outskirts of Ledbury, hold regular Artisan Markets. The Community Development Officer would like to attend the next Market with the view to networking and finding new Traders.

Recommendation

1. That Members of the Markets Working Party receive and note the information provided in this report.