



# LEDBURY TOWN COUNCIL

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13 February 2024

To: Councillors Hughes, McAll, Morris, Furlonger

Dear Member

You are invited to attend a meeting of the **Markets Working Party on Wednesday, 14 February 2024 at 4.00 pm 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 17 October 2023**  
**(Pages 59-60)**
5. **To review Draft Markets Strategy & Draft Market Policy**  
**(Pages 61- 71)**
6. **Date of Next Meeting**

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

Present: Councillors Hughes, Furlonger, l'Anson, McAll.

Also Present: Angela Price, Charlotte Barltrop, Olivia Trueman

- Need to move quickly
- So far:
  - Must stand for something
  - Be attractive
  - Be memorable
  - Be Ledbury Specific
  - Destination Market
  - Bigger than just buying from the market
- Need to increase the number of traders
- Need to increase the number of visitors
- Create a positive cycle
- To service a whole range of key stakeholders

Needed:

- Action plan taking into account existing documentation
- Trader Engagement – via Parish meeting
- Engagement with local population
- Tourists
- How to theme
- What types of pitch to have
- Be child friendly – an inclusive family experience – safe, fun, enjoyable, memorable

Previously:

- Nov 2021 talk with Ludlow Markets
- Mr Boffy from Malvern has spoken to LTC

Future:

- Third party company have contacted LTC to discuss ideas.
- Scope to be agreed by Full Council prior to meeting with third party
- Find out what town wants from a market

To note – when an event in the town has a market it is well supported by both market traders and customers.

- Stakeholder engagement document to be created prior to Parish meeting.
  - Who?
  - What messages?
  - Key objectives
  - Aims
  - Keep it simple

Outcomes:

1. Councillor McAll to create new strategy document utilising existing documents alongside new information
2. Councillor Furlonger to create a stakeholder document

Both documents 1 & 2 to be created to go to Planning meeting on 9 November and subsequent Full Council meeting.

<b>MARKETS WORKING PARTY</b>	<b>14 FEBRUARY 2024</b>	<b>AGENDA ITEM: 5</b>
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Report prepared by Angela Price – Town Clerk

**DRAFT MARKETS STRATEGY AND POLICY**

**Purpose of Report**

The purpose of this report is to provide members of the Working Party within discussions that took place at the recent full council meeting in respect of the two draft documents.

**Detailed Information**

Planning, Economy & Tourism Committee – 9 November 2023 (minute no. P119 refers) - That the Draft Markets Strategy document be recommended to Full Council for consideration and adoption ahead of the next stage, delivery plan.

Councillor McAll introduced the Draft Markets Strategy and Policy documents. He advised that it had been agreed that this draft should be presented to Council to establish whether the Working Party were on the right path with respect both documents. He advised that there had been some feedback which needs to be taken into account going forward. He pointed out that this is not a final document and that there a number of points that need to be challenged and reviewed.

Councillor McAll asked Members to consider whether this strategy and policy are something that the council can take on with a view to refining it and getting it right or do the group need to go back and expand on it much harder and more robustly.

Councillor Harvey welcomed the documents, she recognised that this has been discussed on many occasions over many years, but she was glad that council were coming back to this. She felt that all of the market towns are unique in their own way and do not necessarily compete against each other in respect of markets and she felt that Ledbury as a market town needs to establish itself and its market.

The following comments were provided in respect of the Strategy document:

- This document starts talking about what successful markets look like, but then evolves into something that is a bit more “this is what we want” without appearing to have gone through a broader stakeholder phase. She suggested that to improve on this document the wording should be changed to show what successful markets look like i.e. themed markets, entertainment etc. and what successful markets do to attract traders, learning from having visited other places. Then open it up to a conversation with the traders of the town and recognising that this is not about competing with them.
- The tourism element should be considered

## **RESOLVED:**

- 1. That members Caroe & Partners be engaged to undertake a feasibility study and provide a quantity surveyors report in respect of a proposal to install a stairlift at the Market House at a cost of circa £3,600 to be funded from the Listed Buildings Earmarked Reserve.**
  - 1. That the feasibility study include an opinion on the impact on the building of failing to be able to maximise its flexible use.**
  - 2. That officers and the Chair of the Environment & Leisure Committee draft a press release advising that the Council are commissioning a feasibility study to consider the viability of having a chair lift fitted to the Market House.**
  - 4. That members agree in principle to release £3,000 from the John Masefield Memorial Working Party grant, for use in the marketing, branding and communications of the project subject to receipt of a full budget and plan being received.**
  - 3. That an email be provided to all members requesting feedback on the Draft Markets Strategy and Draft Markets Policy.**
  - 4. That display boards and feedback forms be available at the Annual Parish Meeting asking members of the public to provide feedback on the Council's enthusiasm for expanding the market, including market themes for the future.**
  - 5. That signs be placed on the barriers advising why the space is closed off for parking.**

## **Recommendation**

Members are requested to give consideration to the above information in respect of the Draft Market documents and consider next steps, noting that an email has been sent to all Members requesting feedback on the draft documents.

## **LEDBURY MARKET CONSULTATION PAPER**

### **Introduction**

Ledbury Town Council acknowledges the need to develop the Town's Charter Market. The Council recognises that, in its current state, the market fails to attract traders, visitors and residents in numbers that could be considered viable in the long term. This strategy outlines an approach to developing the market offering to deliver a sustainable, workable solution. This document incorporates elements of previous draft policies and strategy papers.

### **Background**

An audit of the market undertaken in (Insert Date) reached the following primary conclusions:

- Visitor numbers were meagre and consisted mainly of a few returning local customers purchasing goods not readily available on the High Street (e.g. Fish and specialist cheeses).
- Customers generally 'shop & go' remain in the Town.
- A substantial majority of customers were Ledbury residents.
- The market was not attracting significant footfall from outside the Town.
- New stallholders often attend only once as they did not make enough revenue to deem their participation worthwhile.
- Ledbury is a market town that has antipathy towards its market. The Town Traders, in particular, view a town market as cannibalising sales.
- Current rules for traders are perceived as restrictive (e.g. Parking), and Ledbury is not a friendly or easy place to trade.

### **Aim**

Our goal is to have a vibrant, well-attended, positively trading, exciting market that attracts customers and market traders.

### **Objectives**

The three key objectives are to:

- Increase footfall from both Ledbury residents & external visitors.
- Create a thriving market that benefits stall holders and encourages them to regularly and consistently take a stall.
- Gain support from and promote participation amongst Ledbury Traders.

### **Competitor Analysis**

The team visited a variety of town markets across the Three Counties. Consideration focused on four primary areas:

- Footfall & attendance.
- Variety of stalls.
- Layout of the market.
- Reasons to visit that defined the market beyond the stalls.
- Stallholder engagement to gauge commercial success.

The busy markets with high footfall and regularly returning stallholders has the common feature that the market is a 'day-out' and the reason for visiting extended beyond habit buying. The more successful markets seemed to have something fresh to offer regular visitors to encourage them to return.

A mix of street entertainment, art, and music were intrinsic elements in the market offerings, creating a market day experience for customers rather than relying solely on trade. These markets also had a theme in keeping with the town's heritage and values. For example, Stroud market maintains a well-defined arts & crafts focus. Ludlow is known far and wide for the provision of artisan, fine local produce. It was also apparent that stallholders and visitors knew what to expect from the market and each other. More extensive, spread-out markets employed zoning to aid navigation and enhance the sense of a theme.

It was apparent that the successful markets had developed a 'Day Out' experience that encouraged visitors to remain at the market and in the towns for extended periods. This also boosted higher footfall from external visitors whom the supporting PR effort had attracted.

#### Ledbury Market Development – Principles of Design

The Ledbury market needs to develop its unique approach and values that support a positive customer, visitor and vendor experience. This strategic approach consists of three focus areas requiring detailed planning and work to deliver a market experience that all stakeholders will value and exploit.

Firstly, each market would be themed using a mix of options based on the Town's history and heritage to tell the 'Ledbury story'. Several theming opportunities could be developed, including historical characters (storytellers), a history stall, music, art and traditional activities (e.g. stocks).

Secondly, the development of zoned pitch offerings to include food demos, charity stalls, local organisations and large company stalls (e.g. to support recruitment) and make some stall space available for local traders to exhibit outside their shop environments.

The third area of focus is to make the market event attractive to children. If children can be attracted to the Town on market days, it is more likely that parents will remain at the market and in the Town for more extended periods. This also makes the market more attractive to external visitors. A broad mix of children's attractions could include fairground rides, mini cinema, jugglers balloon modelling, storytelling, puppetry, and face painting.



The ambition is to create an experience that is talked about and makes visitors want to come to Ledbury and townspeople wish to visit the market.

### STAGED APPROACH

#### Stage One – Immediate Approach

- The Charter Market will continue in the current position under and to the side of the Market House.
- LCC will attempt to negotiate the "freeing up" of unused parking spaces by market traders.
- Cones and barriers with signage will be implemented and cleared on Tuesdays and Saturdays. Town maintenance operatives or local contractors will schedule this work.
- The Town Clerk will apply current and updated Terms and Conditions and report to the Chair of Finance, Policy and General Purposes.
- Each Charter Market will offer one free charity or town organisation pitch.

#### Stage Two – Short-Term Approach

- Traders needing to sell from the back of their vehicle (e.g., cheese and fish) will continue to take a parking space to the side of the Market House.
- Other traders will use pitches under and in the Market House. Those agreeing to use pitches 'upstairs' in The Market House will be offered a peppercorn rent for the first six months. Terms and Conditions will apply.
- Market traders' transport vehicles will be booked into the remaining parking spaces.
- Local market-traders 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 the last 12 months).
- Current shop traders in Ledbury will be offered a 'free pitch' at the Charter Market. Other Terms Current shop traders in Ledbury will be offered a 'free pitch' at the Charter Market. Additional Terms and Conditions will apply.
- Permanent and temporary market signage will be designed, sourced, fixed or stored for day use.
- Weekly/ daily updates of traders who will be attending will be made to websites, public notices, Ledbury Reporter and local social media.

#### Stage Three – Midterm Approach

- The Charter Market will move to the redesigned and renovated area between St Katherine's, The Master's House, and The Barn
- Market traders' vehicles will park free of charge in St Katherine's Car Park.
- Additional parking spaces will be freed up to allow for expansion.
- Financial support will be sought from, e.g. Herefordshire County DBID (Destination Business Improvement District; Ledbury MTPI (Market Town Economic Development Investment Plan). Improvement District; Ledbury MTIP (Market Town Economic Development Investment Plan).

- Promotion will continue and be strengthened and linked to tour operators and transport links.

#### Stage Four – Long Term

- Consider potential asset transfer to support the strategy (e.g. Car Parks)
- Consider links to the public transport system and opportunities to develop new transport approaches.
- Link to LTC Renovation Plan (e.g. use of abandoned commercial premises and pop-up business opportunities)

# 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.

