



LEDBURY TOWN COUNCIL

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29 June 2023

To: All Councillors
Non-Councillors: Caroline Green

Dear Member

You are invited to attend a meeting of the **Markets Working Party on Tuesday, 4 July at 10.00 am at Ledbury Town Council Offices**, for the purpose of transacting the business below.

Yours faithfully

Angela Price
Town Clerk

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A G E N D A

1. To elect Chairperson for the 2023/24 Municipal year
2. Apologies for absence
3. 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)

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

5. **To approve and sign the minutes of a meeting of the Markets Working Party held on 11 April 2023**
(Pages 1-2)
6. **Comments and Suggestions from Market Traders regarding the Markets Draft Policy**
(Pages 3-12)
 - I. Comments from Dragon Produce
 - II. Comments from Young and Green Home
7. **Outline Charter Markets Strategy and Policy Statement**
(Pages 13-16)
8. **Request received from NABMA (National Association of British Market Authority)**
(Page 17-18)
9. **Date of Next Meeting**

The date of the next meeting of the Markets Working Party will be confirmed at the Annual Council meeting scheduled for 1 September 2023

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

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Local Press (2)

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE MARKETS WORKING PARTY MEETING HELD ON 11 APRIL 2023

PRESENT: Councillors Hughes and Morris; Mrs Caroline Green – Chairman

ALSO PRESENT: Olivia Trueman – Community Development Officer (CDO)
Tim James – Owner of Dragon Produce

MWP51. APOLOGIES FOR ABSENCE

Apologies were received from Councillors Howells, Sinclair, and Bradford.

MWP52. DECLARATIONS OF INTEREST

None received.

MWP53. TO ELECT NON-COUNCIL MEMBERS

None received.

**MWP54. TO APPROVE AND SIGN AS A CORRECT RECORD THE MINUTES
OF THE MARKETS WORKING PARTY HELD ON 9 JANUARY 2023**

RESOLVED:

**That the minutes of the meeting of the Markets Working Party held
on 9 January 2023 be approved and signed as a correct record.**

MWP55. REQUEST FROM DRAGON PRODUCE

Councillor Hughes welcomed Tim James to the meeting and asked that he relay his request to the committee.

Tim James advised members that he and his wife had been selling vegetables at the Ledbury Charter Market from August – November 2022 and were hoping to re-establish trading in June 2023. However, , he was advised that he could not return on Tuesdays due to another fruit a vegetable trader being present.

Tim advised members that his produce was organic and locally grown, which was different to the current offering at the market. He therefore proposed that he return to the market and sell only plants up until mid-June and then re-establish his trade of organic vegetables and preserves.

Members thanked Tim for his proposal. Councillor Hughes proposed that he would a meet with staff the following day and that Dragon Produce

would have an answer as to whether they could return to the market no later than Monday, 17 April.

The Community Development Officer advised Members of the working party that the Charter Markets Terms and Conditions needed updating and that they should be reviewed on an annual basis. It was agreed that Councillor Hughes would meet the Town Clerk and Community Development Officer to amend and update the terms and conditions and that a draft copy would be available for the next Markets Meeting.

Members invited Tim to stay for the remainder of the meeting to discuss the Market Strategy.

RESOLVED:

1. That a decision on the proposal from dragon Produce be made no later than Monday, 17 April 2023.
2. That Councillor Hughes, the Town Clerk and the Community Development Officer amend and update the current terms of conditions for the Charter Market for the next Markets Meeting.

MWP56. MARKET STRATEGY

Members provided the CDO with brief update on the Market Strategy and guidance for phase two.

RESOLVED: That the Community Development Officer continue to progress with phase two of the Charter Market strategy.

The meeting ended at 11.00am.

Signed Dated

MARKETS WORKING PARTY	4 JULY 2023	AGENDA ITEM: 6
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COMMENTS AND SUGGESTIONS FROM MARKET TRADERS IN RESPECT OF DRAFT MARKETS POLICY

Purpose of Report

The purpose of this report is to provide members of the Markets Working Party with feedback in respect of the Draft Market Policy and Strategy.

Detailed Information

At the meeting of the Planning, Economy & Tourism Committee held on 18 May, it was agreed that the Draft Market Policy should be sent to traders who attend the Ledbury Market to give them the opportunity to provide feedback. The CDO provided this to all current active traders and just two of the traders have provided responses.

Attached is an email received from Pamela Young, in which she has provided some information around issues they regularly experience when attending the market on a Saturday, along with some suggestions. Also attached is a copy of the Draft Market Policy with comments highlighted as "track changes" from Dragon Produce.

Recommendation

Members are requested to give consideration to the comments provided by the traders and consider whether any of the suggestions, comments could be incorporated within the Markets Policy.

LTC Clerk

Subject: Market Policy comments from Young and Green

From:
Sent: 31 May 2023 14:11
To: LTC Community Development Officer
Subject: Re:

Hi Olivia, thank you for the attachments and it's good to see Ledbury is doing well.
 A couple of comments;

*When we arrive, normally before 8.30 am on a Saturday we do not have anywhere to unload apart from the bus stop area. The coned areas are in use by other traders. This has obviously caused an issue with regular use of the buses plus members of the public parking there to shop in Greggs!

*Wondered also if there is anyway stall holders could pay a discounted rate for parking once the car had been unloaded and popped into the nearest car park?

*Agree there is room for improvement on advertising the market on social media and pleased this action has been recognised.

*Once or twice we have received a stall plan the week we are attending but this is sporadic. This is very useful as on occasions we have arrived with others on the pitch we have booked. Regularity of the plan would be appreciated.

*We have been out in inclement weather under the market house and the wind blows down the street. Is there any possibility of some sort of temporary screening that could be assembled during the cooler months? If this was the case there would be less need for cancellations.

Overall we love coming to Ledbury market and are looking forward to returning to pitch 4 on the 17th! Hope these comments are helpful.

Many thanks.

Pamela Young
 youngandgreenhome

Sent from my iPhone

On 31 May 2023, at 10:15, LTC Community Development Officer
 <cdo@ledburytowncouncil.gov.uk> wrote:

Dear Traders,

As regular traders at the Ledbury Charter Market, your views are extremely important to us and therefore, we would like to ask for your input on the attached policy and Markets Strategy. Please note that both documents are drafts and will need to be approved by the Planning, Economy, and Tourism Committee.

Please could you review and return any comments by **Wednesday, 7th June noon.**

Kindest regards,

Olivia Trueman
Community Development Officer
Ledbury Town Council
Tel: 01531 632306
Mob: 07925133227
cdo@ledburytowncouncil.gov.uk

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<Ledbury Town Council Charter Market Policy V1.docx>

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1.docx>

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 Town Council Market Officer or Local Contractor will schedule this work. It is not clear what the responsibilities are within the current structure. It would be beneficial if the Policy makes it clear the responsibilities of the Town, the Town Council, the Market Officer, and the Town Clerk. There are many references to the Town Council and so for the sake of accountability who represents Town Council and what are their responsibilities.

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. [Who does this and is it documented](#)
6. The Town does not promise exclusivity to any trader. [Who constitutes the Town ?](#)
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 ~~normally~~ be done without good reason, the decision to be taken by the Planning and Economy and Tourism committee. [If this is the case then the reasons must be made available and the Trader given the opportunity to appeal the decision.](#)
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 Trader is permitted up to a maximum of three days unforeseen absence (exempt from payment) in the 12-month period from April to March. Many traders are governed by seasonal output and there should be flexibility in the policy to allow for this. Seasonal traders should provide a schedule in advance.
21. 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.
22. 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.
23. 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.
24. 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.
25. 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
26. All traders must comply with any relevant statutory requirements, bylaws and other legislation.
27. All accidents, disputes, thefts, disorderly conduct and goods lost and found must be reported to the Markets Officer.

28. 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

29. The Council determines the right to determine the types of goods sold.
30. 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.
31. 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.
32. No open bottle alcohol sales shall be permitted.
33. It is the responsibility of the trader to check what licenses may be applicable and ensure these are obtained where necessary.
34. 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.
35. The use of the Market Place for the performance, sale or display of live animals, birds, or fish will not be permitted.
36. 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

37. Traders may supply their own stalls, including any tables and chairs.
38. Traders may request the use of the council's tables (for which there is a charge of £5 per table)
39. 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.
40. 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.

41. 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:

42. 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.
43. 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.
44. The Council will insist on such other requirements as are deemed appropriate to ensure consumer and public safety standards.

Pitch costs

Pitch Beneath the Market House (Daily rate per Pitch)	Pitch Outside the Market House (Daily rate per Pitch)	Fee Payable
£22.00	£18.50	Invoice issues on the 16 th of each month, payable on the 1 st of each month in advance.
Electricity (if applicable, per pitch)		£1.50 per day

MARKETS WORKING PARTY	4 JULY 2023	AGENDA ITEM: 7
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OUTLINE CHARTER MARKETS STRATEGY AND POLICY STATEMENT

Purpose of Report

The purpose of this report is to ask Members to give consideration to the Outline Charter market Strategy and Policy Statement prepared by Councillor Hughes, and agree which headings are appropriate for the document and provide officers with guidance on how these headings can be expanded in order to produce a final draft document for consideration by the Planning, Economy & Tourism Committee.

Detailed Information

Following the last meeting of the Markets working Party Councillor Hughes prepared the attached document for consideration by other Members and officers and whilst this document has been presented to the Planning, Economy & Tourism Committee no discussion has been held in respect of the document, however at the meeting on 8 June 2023, it was referred to the Markets Working Party for further consideration.

Recommendation

Members are requested to give consideration to the attached Outline Charter market Strategy and Policy Statement prepared by Councillor Hughes, and agree which headings are appropriate for the document and provide officers with guidance on how these headings can be expanded in order to produce a final draft document for consideration by the Planning, Economy & Tourism Committee.



Charter Markets Strategy and Policy Statement (Incorporating Charter Market Terms and Conditions)

1. Immediate Strategy and Policy

- i. The Charter Market will continue in the current position under and to the side of the Market House.
- ii. LTC will attempt to negotiate the 'freeing up' of parking spaces which are unused by market traders.
- iii. 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.
- iv. Current and updated Terms and Conditions will be applied by the Town Clerk and reported to the Chair of Finance, Policy and General Purposes.
- v. One free charity or town organisation pitch will be offered at each Charter Market.

2. Short-term Strategy and Policy

- i. 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.
- ii. 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 pepper-corn rent for the first six months. Other Terms and Conditions will apply.
- iii. Market traders transport vehicles will be booked into remaining parking spaces.
- iv. 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).
- v. Current shop traders in Ledbury will be offered a 'free pitch' at the Charter Market. Other Terms and Conditions will apply.
- vi. Permanent and temporary market signage will be designed, sourced, fixed or stored for day-use.
- vii. Weekly/ daily updates of traders who will be attending will be made to websites, public notices, Ledbury Reporter and local social media.

3. Medium Term Strategy and Policy

- i. The Charter Market will move to the redesigned and renovated area between St Katherines, The Master's House and The Barn.
- ii. Market traders' vehicles will park free-of-charge in St Katherines Car Park.
- iii. Additional parking spaces will be freed-up to allow for expansion.
- iv. Financial support will be sought from e.g Herefordshire County DBID (Destination Business Improvement District; Ledbury MTIP (Market Town economic development Investment Plan).
- v. Promotion will continue and be strengthened and linked to tour operators and transport links.

4. Long term Aspiration

- i. Link to asset transfer management e.g., Car Parks
- ii. Link to Ledbury town and district green public transport system e.g., small electric buses
- iii. Link to LTC Renovation Plan e.g., compulsory purchase orders of 'abandoned' commercial premises; pop up business opportunities.

Appendices

Appendix 1 Market Terms and Conditions for Stallholders 01/04/2020

Appendix 2 (Research for Markets Strategy commissioned by Charter Market Working Party 2021-23)

Charter Markets Strategy and Policy Statement DRAFT Version1 29/06/2023
Y:\Admin\Charter Market Admin & Finance\Policy & Procedures\Charter Markets Strategy and Policy Statement DRAFT.docx

LTC Clerk

From: info@nabma.com
Sent: 29 June 2023 09:40
To: info@nabma.com
Subject: All Party Parliamentary Markets Group

NABMA

the voice of markets

Dear Colleague

All Party Parliamentary Markets Group

NABMA has now taken on the administration of the All Party Parliamentary Group and we have secured a date for an AGM on **Tuesday 18 July 2023**.

It is critical for the industry that the APPMG is relaunched recognising our #MarketsFirst campaign and the need for NABMA and the industry to have this important conduit into Westminster. The AGM will be short and deal with the statutory constitutional business required, including appointing officers.

We need to ensure the meeting has sufficient attendance and therefore we ask you to please contact your MP to see if they will call into the meeting so that it is properly constituted. It is also important that at least one officer must be appointed from the main opposition party.

We therefore seek support and ask our members to write to their MPs with a template letter we provide below making a personal plea to attend the meeting on the 18th.

"I am writing to seek your support for the Markets in your constituency which are an important local service and benefit many people in the local area."

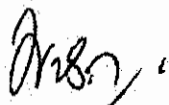
It is vital that Markets have a voice within Parliament and at 11.00 on the 18th July in Room P at Portcullis House we will be holding an AGM to reconstitute the All Party Parliamentary Markets Group.

Simon Baynes MP has kindly agreed to act as Chair of the Group but we need the attendance of other MPs to enable Group to meet the requirements for an APPG. It would be greatly appreciated if you can attend the AGM".

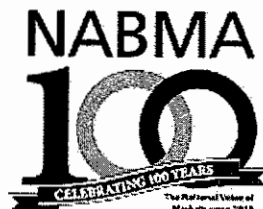
It would be helpful to us if you could tell us of any responses.

Yours support will be appreciated.

¹⁸
Yours sincerely



David Preston (BA Hons)
Chief Executive
The National Association of British Market Authorities



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