

LEIGHTON-LINSLADE TOWN COUNCIL

MARKETS SUB-COMMITTEE

THURSDAY 28 FEBRUARY 2019 AT 1030 HOURS

Present: Councillors J M Freeman
 T Morris
 F Kharawala
 D Bowater
 S Cotter
 K Cursons
 A Dodwell

Also in attendance: V Cannon (Head of Cultural and Economic
 Services)
 M Saccoccio (Town Clerk)
 Adrian Harrison (Market Manager)
 M Jahn (Committee Officer)
 Chloe Peters
 Dave Gibbins (Market Trader Representative)

Members of the Public: 0
Members of the Press: 0

122/MK APOLOGIES FOR ABSENCE

Apologies for absence had been received from Peter Elmore and Councillor D Bowater substituted by Councillor A Dodwell.

123/MK DECLARATION OF INTERESTS

Members were asked to declare any interests, including the nature of those interests, which they had in any of the items under consideration at this meeting. No declarations were made.

124/MK QUESTIONS FROM THE PUBLIC

There were no questions from the public.

125/MK MINUTES OF PREVIOUS MEETING

The Sub-Committee received the draft minutes of the previous meeting, held on 29 November 2018 for consideration.

RESOLVED that the minutes of the Markets Sub-Committee meeting held on 29 November 2018 be approved as a correct record and were signed accordingly.

126/MK MARKET GENERAL UPDATE

The Sub-Committee received an update report on market activity including information on delivery against market plan targets, trader recruitment and promotion and marketing of the market.

It was noted that although eight traders had left the market another nine permanent traders had joined since the relaunch. Increased numbers of casual traders were attending selling toys, bedding, cosmetics, pet food and jewellery providing a more varied range of products for customers. Some casual traders become permanent and some permanent traders make the choice to change to casual traders, depending on their circumstances.

The market team held an Introduction to Market Trading workshop in January 2019 which was attended by three new start-ups. One was an existing trader from the Pop-Up market who wanted to improve her presentation skills and the other two were new start-ups wanting advice on promotion and selling of their products, tax, accountants and market rules.

The Sub-Committee discussed the importance of social media as a marketing tool to promote the market and whether using Facebook, Instagram or Twitter actually improved engagement and footfall at the market. It was agreed that social media was a positive tool for promoting the market and the traders should be encouraged to use all social media platforms to promote their products and bring to the attention of the public all offers, discounts and deals available on their stalls.

The Sub-Committee were informed the Market Team had secured Street Food Heroes (SFH) for the summer period starting on Friday 26 April, 4.00 pm to 9.00 pm. SFH are a group of food traders that visit different towns one evening a month bringing a different selection of artisan street foods, music and a mobile bar.

A question was raised regarding the adverse weather procedure and changing the terminology used within this policy. Members agreed that a Task & Finish Group be formed to include traders to review the Leighton Buzzard Market Cancellation Policy 2017.

The Sub-Committee agreed the updated version of the Charity Stall Guidelines as laid out and to recommend to the Policy and Finance Committee for endorsement.

RECOMMEND to Policy & Finance Committee that it endorses the updated version of the Charity Stall Guidelines as per para 7 Appendix A.

RESOLVED to note the report.

127/MK BUDGET REPORT

The Sub-Committee received a budget report for October to December 2018.

RESOLVED to note the report.

128/MK RESPONSES TO TRADER REPRESENTATIVES

The Committee received and considered a report regarding Leighton Buzzard Market Responses to trader information. The report had been deferred from the original date of 29 November 2018 due to the Judicial Review. The hearing had taken place and the Claimant's case was dismissed on 15 February 2019.

A question was raised regarding the use of more than three gazebos per stall and members agreed at present the policy states up to three gazebos only, but this would be monitored and depending on demand, storage and finance, agreed that officers would consider the request at a later date.

RESOLVED to

- 1.1 note the receipt of the second sheet of signatures and continue to monitor current market policy applications.**
- 1.2 note the proposed multi-pitch discounted gazebo idea; to decline the pitch fee proposals for traders using their own stall equipment and continue monitoring application of the current market pitch fee policy.**
- 1.3 endorse that the allocation of the four 'holiday' days per market for new permanent traders be awarded after a continued attendance for three months, and that allocation is pro rata for financial year.**
- 1.4 decline the request for the use of four gazebos**
- 1.5 maintain the current placement of speciality market pitches with variation to location of pop-up pitches.**
- 1.6 decline the request to move the date of Linslade Canal festival**

129/MK TWELVE MONTH MARKET REVIEW

The Committee received and considered a report reviewing the market after relaunch a year ago. This report was also deferred from 29 November 2018 until completion of the Judicial Review which took place on the 15 February 2019.

It was noted that the relocation of the bollards around the market cross was still pending as officers await Central Bedfordshire Council's completion of surface repairs which would be dependent on utility service repairs/renewal being completed.

One year from relaunch the stall counts show a consistent level of traders being maintained. With awareness of the national picture of High Streets and markets, increasing the sale of pitches remains a priority. The current market provided a range of product categories including food products, footwear, clothing, stationery, jewellery, homeware, bags/luggage and pet food. Officers would continue to monitor the statistics reporting back to members annually.

RESOLVED to note the report.

The meeting closed at 1145 hours.

I HEREBY CONFIRM THAT THE FOREGOING IS A TRUE AND ACCURATE RECORD OF THE MEETING HELD ON 28 FEBRUARY 2019.

Chair

23 MAY 2019

DRAFT