



Market Sub Committee

Date: 5 August 2021

Title: Market General Update

Purpose of the Report: To provide an update on market activity.

Contact Officer: Adrian Harrison, Market Manager

Corporate Objective/s	No 23. To continue to manage, promote and develop the street market.	
Implications:		
Financial	Yes	Within existing budget
Human Resources		
Operational/Service delivery	Yes	Market annual plan, activity plan and general updates
Procedural/Legal		
Risk/Health and Safety		
Environmental Aims		

1 RECOMMENDATION

Should members be minded, the proposal is:

1.1 To note the report.

2 DELIVERY INFORMATION FOR 2020-2021, QUARTER FOUR

2.1 The concluding information for the previous year, quarter four, can be seen at Appendix A (**attached**).

3 DELIVERY UPDATES FOR 2021-2022

3.1 The table below provides an update on Themed, Visiting, Speciality and Other Markets planned thus far for 2021/22.

Date	Themed Markets 2021/2022	Delivery Status
16 – 30 May	Love Your Local Market Fortnight (Virtual delivery to link with Twin Towns)	Postponed to October 2021
3 July	Independents Day (In collaboration with LB First)	DELIVERED
13 July	Community Action Day (Led by CBC)	DELIVERED
3 August	National Children's Playday	
26 October	Halloween activity	
4 December	Small Business Saturday	
Date	Visiting Markets 2021/2022	Delivery Status
30 April, 28 May, 27 June, 25 July, 29 August, 19 September,<!-- 12 September, 12 December</del-->	Street Food Heroes - Sundays	April, May, June dates postponed Covid Secure restrictions
TBC	France at Home Market	Awaiting Covid restrictions being lifted
Date	Speciality & Other	Delivery Status
Held 3 rd Thurs of every month	Thursday eXtra Market	No longer held as all traders have returned
Qu. 1 - Apr, May, Jun	Casual, Farmers, Crafters	DELIVERED -reduced in size due to Covid Secure restrictions.

3.2 Thursday eXtra Markets were suspended when the winter lockdown occurred. It is not anticipated that they will be needed again as non-essential traders were permitted to trade from 12th April '21.

3.3 The table below presents the pitch usage figures for Qu.1. Restrictions remained in place until 12 April 2021.

Qu. 1	Pitches Used	Qu. 2	Pitches Used	Qu.3	Pitches Used	Qu 4	Pitches Used
Apr-21	298						
May-21	404						
June-21	399						

3.4 Market trader recruitment updates.

a) The table below presents the trader joined & left figures for Qu.1, 2021/22.

Trader type	Qu. 1 Joined	Qu.1 Left	Qu.2 Joined	Qu.2 Left	Qu.3 Joined	Qu.3 Left	Qu4 Joined	Qu 4 Left
Permanent	0	0						
Casual	21	-						

Farmers	0	0						
Craft	1							
Charities, Comm Groups	0	-						
Start Up	0	-						

- b) Farmers market - 0
- c) Start-Up market – none
- d) Handmade and Craft market (runs March to December) - none
- e) Charity Pitch – none.

4 MARKET ANNUAL WORKPLAN

3.1 The 2022/21 Annual Market Plan can be viewed in Appendix B (**attached**). It is split into 3 sections to denote new actions, those carried over from this current year and core annual activity that will always appear on the plan.

No.2 Review of market opening hours is considered in a separate agenda item.

No.3 Review of the Farmers Market is considered in a separate agenda item.

No.4 Review of market rules and regulation is considered in a separate agenda item.

No. 5 Trader representation is considered in a separate agenda item.

5 GENERAL UPDATES

5.1 At the time of writing, the market continues to operate within Covid Secure safe practices and Government restrictions. 2m distancing rules remain in place until further notice and changes of Government advice.

5.2 Following a visit to the market by Central Bedfordshire’s Safer Neighbourhood Officers late in January. Central Bedfordshire Council reported on Facebook that, “*Everyone was following government guidelines*”, and the message boosted the reputation of the market. A photograph of the market accompanied their post.

5.3 The market continues to benefit from volunteer helpers who attend from around 9.30am with one being present until after the take down of market equipment on Saturdays. Volunteers help with managing queues and keeping a clear passageway for customers to pass through the market safely. Extra volunteers were drafted on both Tuesday and Saturday markets when the market re-opened to all traders in April yet have not been needed in the longer-term.

5.4 The existing Markets noticeboard located at Market House, is being used to provide market related environmental information including waste data as presented at Committee’s meeting on 01/03/21. A dedicated web page to environmental

themed information has been added to the Market website to ensure a visibility of information going forward.

5.5 Dedicated signs for Adverse Weather and Market Closure were created in late Spring to be used for public information purposes in the High Street when needed.

5.6 After the recent Independents' Day Event held in collaboration with LB First, Leighton Buzzard Observer carried the headline 'Leighton Buzzard 'buzzing' on Independents' Day' with an editorial saying, 'It was a great opportunity to be able to celebrate our wonderful independent businesses and market traders'. It went on to give a good review of the days event and was accompanied by photographs.

6 DIGITAL PLATFORMS

6.1 Work on social media communications had previously been outsourced as part of the original relaunch plan to kick-start an improvement in communications. This has worked very well, and the market social media now has an established level of public interface. The approach has now concluded, and social media messaging has returned in-house within the market service.

6.2 Officers are exploring how best to provide Committee with social media information. Council-wide communication updates are provided to Policy and Finance Community by the Central and democratic Services.

7 FUTURE VISITING MARKETS

7.1 Following the learning taken from hosting independent visiting markets last year, officers drafted a more robust booking processes with terms and conditions incorporated. This was taken to Policy and Finance (PF) committee and approved on 19/04/21 (Ref. 223/PF). To ensure that visiting markets continue to be well managed, an officer will to be on duty.

7.2 Within the same report, PE was asked to endorse the use of Part 111 of the Food Act 1984, Chapter 30 (Ref. 223/PF), to re-enforce the Council's position as the dominant Charter Market within the locality. With visiting markets and the potential for new markets emerging, the National Association of British Market Authorities (NABMA) started a conversation with existing market operators raising the profile of market powers. The message being to know our market powers and strengthen our ability to use them if needed.

7.3 Market powers can be used to prevent any markets (boot sales, fairs, etc.), from setting up within $6\frac{2}{3}$ miles of the Charter Market thus protecting the economic viability of the existing market. A public statement was endorsed giving notice to that any market operating within the Council's Charter Market boundary would need to inform the Town Council. This could include any regular car boot sales in the area yet some discretion will be needed regarding when and if the Council would make a

challenge. Members of the PE Committee agreed the Town Council needed some control over other markets in the area so our market could survive, and the Council could consider working in tandem with others.

7.4 Street Food Heroes (SFH), an independent collection of assorted food vendors, requested to attend for the third year running from June and continuing through to September. They will now attend on Sundays instead of Friday evenings from 11–4pm but have been unable to trade initially due to the Covid restrictions. It is anticipated that they will start trading in late July as per the visiting market plan at 3.1.

7.5 Vegan Markets UK, an independent market operator of sustainable and ethically sourced goods and lifestyle, have requested to attend the town again in September and December. Officers will liaise closely with the organisation on agreeing the layout and number of stalls allowed to ensure a Covid- safe market, if restrictions remain by then.

7.6 France at Home (an independent travelling French Market) deferred their request to attend in April due to the Covid rules and hope to attend in October subject to relevant EU/UK regulations.

7.7 At the time of writing, all the above events are subject to Covid regulations in place and may be subject to change or cancellation.

8 STAFF

8.1 The Market team recruited a new Market Support Officer for 20hrs per week in April 2020, initially on a fixed term contract for 18months.

CONCLUSION

8.1 The market operation successfully negotiated Covid-19 during 2020/21 and has continued to progress work activity.

END.