

LEIGHTON-LINSLADE TOWN COUNCIL

MINUTES OF MARKET SUB COMMITTEE

THURSDAY, 2 DECEMBER 2021 AT 10.30 AM

Present: Councillors G Perham (Chair)
 D Bowater
 A Dodwell
 F Kharawala
 T Morris
 M Freeman (Vice-Chair)
 R Goodchild
 P Carberry

Also in attendance: V Cannon, Head of Cultural and Economic
 Services
 A Harrison, Markets Manager
 M Jahn, Committee Officer

Members of the public: 0
Members of the press 0

64/MK APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Berry and Snelling and from Dave Gibbins (NMTF Trader Liaison Officer).

65/MK DECLARATIONS OF INTEREST

No declarations were made and no dispensations were requested.

66/MK QUESTIONS FROM THE PUBLIC (3 minutes per person; maximum 15 minutes)

There were no questions from the public.

67/MK MINUTES OF PREVIOUS MEETING

The Sub-Committee received the draft minutes of the previous meeting, held on 5 August 2021 for consideration.

A question was raised on minute reference 61/MK asking if any feedback on the change of opening hours had been received but no negative adverse comments had been received.

RESOLVED that the minutes of the Markets Sub-Committee meeting

held on 5 August 2021 be approved as a correct record and were signed accordingly.

68/MK MARKET GENERAL UPDATE

The Sub-Committee received a general market update report and appendix for consideration. These included updates on delivery of activity and general updates.

All planned themed markets had been delivered with the exception of the France at Home Market which was cancelled due to Covid travel restrictions and it was hoped to hold it in Spring 2022. The next specialist market was the Vegan market planned for Sunday 12 December.

Two new permanent traders had joined the market on both Tuesdays and Saturdays and one casual trader left to open a shop in the High Street.

Since restrictions were lifted on 10 August 2021 both the Handmade and Craft, and Farmers markets had moved back to their original positions alongside Market House although there had been a fall in numbers initially with the Handmade and Craft traders. However there had been fresh enquiries over recent weeks with crafters beginning to attend.

Some new younger traders had joined the market and promoted their products on social media and were pleased with the business they received.

Members agreed the market had a 'good feel' and were happy with the layout at the present time. Also it was hoped the benefit of free parking on a Saturday during December would add to the footfall and trade in the run up to Christmas.

It was noted that Leighton-Linslade Market had been included on the NABMA Awards list as one of the top thirty in the country. This was a great honour and it would be promoted via our social media requesting people to vote for the market. It was agreed that details of how and where to vote would be resent to Councillors who could then share to enable a wider audience to submit their vote.

RESOLVED to note the reports.

69/MK BUDGET REPORT

The sub-committee received a budget report. It was noted that at this halfway point in the year, the market income for 1st and 2nd quarters combined had exceeded the annual income target for 2021/22.

RESOLVED to note the report

70/MK FARMERS MARKET

The sub-committee received a report to present ideas for enhancement of Farmers Market and how to move forward with a change of name and review of policies and considered the recommendations therein.

The first stage of the review looked at a new name, more PR and recruitment. Changes to the market should also look at the benefits to the community through communication reasonable pricing and how markets and local produce helped combat climate change.

RESOLVED

- (a) To change the name of the farmers market to 'Farmers and Producers Market' to help explain the market's product offer better to traders and consumers alike.**
- (b) TO RECOMMEND the amended Farmers and Producers Market Policy to Policy and Finance Committee for endorsement as set out.**

71/MK 12 MONTH ANNUAL REVIEW

The sub-committee received and considered a detailed 12-month review report showing the unique circumstances the market had faced with the COVID-19 restrictions in place and after the lifting of restrictions. This was the fourth review since the market relaunched in late September 2017.

No adverse comments had been received from the traders regarding the layout of the market under the ETRO which would be subject to review in Spring 2022. Until then the market continued to operate traffic free with the stalls facing into the road area. The footfall showed an increase in numbers of customers on market days compared to non-market days.

Members agreed that more promotion of the market would be beneficial as there were a large number of younger families moving into the area who would not know what was available at the market. Targeted recruitment and publicity through social media would bring in younger traders and inform families of what was happening in their High Street. It was agreed that the market was generally holding its own but continued promotion would be needed to increase income and footfall.

RESOLVED to note the report.

The meeting closed at 12.03 pm.

I HEREBY CONFIRM THAT THE FOREGOING IS A CORRECT AND ACCURATE RECORD OF THE MEETING HELD ON THURSDAY, 2 DECEMBER 2021.

Chair

24 February 2022