

LEIGHTON-LINSLADE TOWN COUNCIL

MINUTES OF MARKET SUB COMMITTEE

THURSDAY, 21 NOVEMBER 2019 AT 10.30 AM

Present: Councillors G Perham (Chair)
 D Bowater
 K Cursons
 T Morris
 R Berry
 R Goodchild
 P Snelling
 A Dodwell
 V Harvey

Also in attendance: V Cannon, Head of Cultural and Economic
 Services
 M Saccoccio, Town Clerk
 M Jahn, Committee Officer
 A Harrison, Markets Manager
 P Elmore, Traders Representative
 C Peters

Members of the public: 0
Members of the press 0

17/MK APOLOGIES FOR ABSENCE

Apologies for absence had been received from Councillor C Chambers substituted by Councillor A Dodwell and Councillor J M Freeman substituted by Councillor V Harvey.

18/MK DECLARATIONS OF INTEREST

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.

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

There were no questions from the public.

20/MK MINUTES OF PREVIOUS MEETING

The Sub-Committee received the draft minutes of the previous meeting, held

on 29 August 2019 for consideration.

RESOLVED that the minutes of the Markets Sub-Committee meeting held on 29 August 2019 be approved as a correct record and were signed accordingly.

21/MK **MARKET 12 MONTH REVIEW**

The Sub-Committee received and considered the second 12-month review report on the market since relaunch in September 2017.

The market continued to successfully operate in difficult retail times with a consistent level of traders being maintained. More traders had signed up as casuals rather than having permanency which reflected the trend of traders not committing themselves to one venue in order to attend, for example, festivals.

The current market provided a range of product categories including food products, footwear, clothing, stationery, jewellery, homeware, bags/luggage and pet food. Speciality markets had been delivered alongside the general market including the vintage market, Tasty Tuesdays and the French Market.

The Town Benchmarking Report (People & Places August 2019) showed footfall on a Tuesday was significantly higher than on a non-market day. This suggests that the market works as an attractor to the town. The most visited market was the Saturday market. Footfall data gathered over a three-year period showed footfall remained higher in 2019 compared to 2017 however there had been a fall since 2018. This echoed the national trend in High Street footfall counts.

It was encouraging to note that the higher percentages of survey respondent's age fell below 55 years. This showed the broadening appeal of the market and its relevance to younger age ranges.

RESOLVED to note the report.

22/MK **MARKET TRADER REPRESENTATION**

The Sub-Committee received and considered a report to ensure trader representation was constructively undertaken around the Committee table. Officers proposed a recommendation be brought to the February meeting for traders to secure affiliation to the National Market Trader Federation (NMTF). The trader group would remain self-governed yet would appoint a Liaison Officer who would have access to training and guidance from the NMTF. In turn it was considered that this would assist representation at Committee meetings.

The Sub-Committee agreed this would be a positive move allowing the traders to have access to the NMTF for guidance.

A question was raised by Peter Elmore, Trader Representative, regarding traders still operating when Leighton-Linslade Town Council had officially used the new Adverse Weather Policy. The Sub-Committee recognised not all traders welcomed the policy, yet it enabled the market to stay open when before it may have been cancelled. The policy had been used once and a longer time period would be needed before any consideration be given for a review. Peter Elmore was thanked for attending the meeting and providing the views of the traders.

RESOLVED to note the report and that Market Trader Representation be brought back to the January meeting.

Councillor V Harvey abstained from the vote.

23/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 environmental ambitions for the market, on-going highway maintenance and marketing of the market.

The Street Food Heroes attendance had concluded for this year, yet they had requested to return in summer 2020. Two traders who took part in Tasty Tuesday had converted to become casual traders. The Handmade and Craft Market continued to grow with 6 new traders this quarter and the Charity and Community Groups market stall continued to be utilised on a regular basis as a free charity pitch.

The Sub-Committee were informed that officers attended the Annual NABMA Conference where various topics were discussed one being How Green is Your Market? Our environmental ambitions were both consistent with and ahead of market peers.

Thanks were given to Chloe Peters for her continued work in promoting the market via social media where the posts generally reached more people than in the previous year with positive results.

A question was raised regarding the placement of the bollards and if this had an effect on the catering stall. This would be followed up by officers. A question was asked about the new method for collecting waste. The changes made sought to avoid contamination of materials separated for recycling as well as reducing the need to move large bins around the High Street. Officers were monitoring the new system.

Peter Elmore mentioned the road surface particularly under the card stall and whether it would be rectified.

RESOLVED to note the report.

24/MK **BUDGET REPORT**

The Sub-Committee received and considered the budget report for 2019. Members agreed to delete two budget lines for Market Bursaries (4572/412) and Market IT support (43090/412)

RESOLVED to

- 1.1 note the report**
- 1.2 delete market budget lines 4575 and 4309.**

The meeting closed at 11.49 am.

I HEREBY CONFIRM THAT THE FOREGOING IS A CORRECT AND ACCURATE RECORD OF THE MEETING HELD ON THURSDAY, 21 NOVEMBER 2019.

Chair

27 February 2020