

**MARKETS IN CHARNWOOD SCRUTINY PANEL
THURSDAY, 2ND DECEMBER 2010 AT 5.00PM
IN COMMITTEE ROOM 2, SOUTHFIELDS, LOUGHBOROUGH**

AGENDA

1. APOLOGIES

2. SCOPE DOCUMENT/NOTES FROM PREVIOUS MEETING

The Scope document completed at the first meeting of the Panel and the notes from the meeting on 26th October 2010 are attached for the information of the Panel at pages 3 and 5 respectively.

3. INVITATION TO REPRESENTATIVES OF THE LOUGHBOROUGH BRANCH OF THE NATIONAL MARKET TRADERS FEDERATION AND THE LOUGHBOROUGH FARMERS' MARKET

As agreed at the last meeting on 26th October 2010, Mr T. Simons (Loughborough Branch of the National Market Traders Federation) and Mr Jallands (Loughborough Farmers Market) have been invited to attend the meeting to put forward the views of the market traders.

4. MARKET ARRANGEMENTS FOR SHEPSHED

As agreed at the last meeting on 26th October 2010, the Panel will receive an update from Michael Bird (Market, Fair and Town Centre Operations Manager) on current market arrangements in Shepshed.

5. MARKET ARRANGEMENTS AT KIRK LEYS, SOUTH DERBYSHIRE

As agreed at the last meeting on 26th October 2010, the Panel will receive information on market arrangements in Kirk Leys, South Derbyshire.

6. ARRANGEMENTS FOR SUBSEQUENT MEETINGS

The Panel is asked to consider future meeting dates and issues to be considered.

Membership of this Panel:

**Councillors Burr, Brown, Campsall, Day, J. Hunt, Radford and Walker
(Chair)**

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| REVIEW TITLE: MARKETS IN CHARNWOOD PANEL |
| SCOPE OF ITEM / TERMS OF REFERENCE |
| <ul style="list-style-type: none"> • To examine the health of the market as measured by the number of stall holders and their views about their future participation. • To identify the success of the market in attracting stall holders in relation to other markets, such as Hinckley, Leicester etc. • To explore the possibilities of holding markets in the other towns and villages of the Borough. • To discuss the effectiveness of the Farmers’ Market on Wednesday mornings. • To look at the publicity that is given to the market, particularly the Farmers’ Market. |
| REASON FOR SCRUTINY |
| To consider potential improvements to current arrangements, a range of alternative markets and the possibility of holding markets in alternative locations around the Borough |
| WHAT WILL BE INCLUDED |
| Loughborough Market plus the other markets in Charnwood. Analysis of current use, casual use, costs, facilities and forecasts for the future. Analysis of what happens in other areas around the UK. |
| WHAT WILL BE EXCLUDED |
| Fairs and other events held in the market square, street traders and policing of markets. |
| KEY TASKS ** including consideration of efficiency savings |
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| STAKEHOLDERS, OUTSIDE AGENCIES, OTHER ORGANISATIONS * |
| <ul style="list-style-type: none"> • Representative from the Loughborough Branch of the Market Traders Federation. • Representative from the Farmers’ Market. • Representative from Shepshed Town Council. • Other market owners/operations e.g. Kirk Leys, South Derbyshire |
| EQUALITY IMPLICATIONS |
| Is an impact needs assessment required? |

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| LINKS/OVERLAPS TO OTHER REVIEWS | |
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| RESOURCE REQUIREMENTS | |
| Officer support: Director of Leisure & Environment, Head of Culture, Art & Heritage & the Market Fair and Town Centre Operation Manager Administrative Support: Richard Stratford/Helen Tambini | |
| REPORT REQUIREMENTS (Officer information) | |
| Report and recommendations to Cabinet | |
| REVIEW COMMENCEMENT DATE | COMPLETION DATE FOR DRAFT REPORT |
| 26 th October 2010 | December 2010 |

* Key tasks and stakeholders may be subject to change as the review progresses.

Group Membership:

Councillor Walker (Chair)
Councillor Burr
Councillor Day
Councillor J. Hunt
Councillor Radford
Councillor Brown

Meeting dates: Next meeting Thursday, 2nd December 2010 at 5pm.

NOTES OF MEETING

MARKETS IN CHARNWOOD SCRUTINY PANEL

26TH OCTOBER 2010

PRESENT: The Chair (Councillor Walker)
Councillors Burr, Day, J. Hunt and Radford

APOLOGY: Councillor Brown

The Director of Leisure and Environment, the Head of Culture, Art and Heritage and the Market, Fair and Town Centre Operation Manager attended to assist the Panel.

1. SCOPING OF THE REVIEW

Councillor Walker gave a brief introduction to the remit of the Panel and acknowledged the importance of maintaining the current market regime and putting forward possible ideas for improvement. He referred to two papers recently produced by the Department for Communities and Local Government; "Retail Markets – A good practice guide" and "Retail Markets – Management models" both of which he had found particularly informative.

2. LOUGHBOROUGH MARKETS

As agreed at its initial meeting on 17th May 2010, a report of the Market, Fair and Town Centre Operation Manager to consider current information in respect of Loughborough Markets was submitted.

M. Bird introduced the report and highlighted the current difficulties faced by Local Authorities and traders in maintaining markets as many were in decline. There were initiatives to encourage the preservation of markets, including a Government white paper and the appointment of a Minister responsible for markets, which has been continued by the current Government. Organisations including the National Association of British Market Authorities (NABMA), the National Market Traders Federation (NMTF) and the Association of Town Centre Management (ATCM) were all engaged in promoting markets throughout the country.

The following issues were raised and comments made by members of the Panel and officers:

- (i) Loughborough Market currently made a profit of about £120,000 per annum, however, a more accurate figure could be made available.
- (ii) The Farmers' Market currently held on the second Wednesday of each month appeared to be in decline and it would be of interest to know if the current stall rental charges and car parking charges were influencing the market's viability.

- (iii) The possibility of expanding the market on Thursdays and Saturdays further down Market Street should be investigated as that would help the businesses in that area too. The market created interest in the town, in particular the specialist markets such as the French Market.
- (iv) Currently the market on Thursdays and Saturdays in Loughborough was successful, however, elsewhere markets were in decline and it was important to remember that without the continued support and commitment from the Council the situation could easily change.
- (v) Having a full market helped to keep a balanced market. If a casual user came for a day they would be allowed to sell any goods, however, the sale of goods on permanent stalls was controlled to ensure that duplication was kept to a minimum. This policy worked well in Loughborough as the stalls sold a diverse range of goods.
- (vi) The possibility of introducing a freeze on stall rental should be considered, together with free or reduced rate parking.
- (vii) Traders were already offered books of discounted car parking tickets which they frequently used. Traders appeared to be satisfied with the current stall rental charges given that the market on Thursdays and Saturdays was usually at almost full occupancy every week and given the number of casual store holders on the waiting list.
- (viii) Very few traders left the market, most retired. Although Loughborough Market remained vibrant, there was an increasing trend for the practice of passing down a stall from one generation to another dying out as younger family members were not interested in taking over the business. A stall could only be passed down to a family member.
- (ix) There was not a waiting list as such for permanent stalls, however, there was a list of casual store holders. It would be difficult to attract new permanent traders if the market expanded as many traders only wanted to attend on a casual basis.
- (x) Traders currently had four weeks holiday a year and the Council was notified of those dates in advance. Casual traders would be notified of those dates and other traders would also call the day before the market to check if any stalls were available or turn up on the day.
- (xi) The Panel supported any initiatives to encourage people to become market traders, including Business Assist programmes.
- (xii) During the last few months the Farmers' Market had been experiencing difficulties as it had failed to meet its target level for both occupancy and income. The market appeared to have lost its appeal as prices were expensive and traders were also facing stiff competition from large supermarkets.

- (xiii) It would be helpful to try and promote the sale of local goods and produce and to also investigate other markets where that was working well, such as the market at Kirk Leys in South Derbyshire.
- (xiv) Traders on the Farmers' Market had been asked if they would prefer to stand in the main market area as the Flea Market currently did, however, 68% had responded that they did not wish to move as they wanted to continue to leave at 2:00pm. Traders were also asked if they would prefer to change the day of the market as Wednesday was previously half day closing and trade was often still slower, however, again the traders said that they did not want to change.
- (xv) Officers frequently visited other markets and were aware of any new initiatives taking place. They also attended many market events and would be attending one in January 2011.
- (xvi) Coach companies were encouraged to arrange trips to the market and recently a party had come from Nuneaton. Free travel for older persons was also available to encourage more visitors. The trend was increasingly to hold markets in conjunction with other events and that would be happening in Loughborough. Work on a Business Improvement District was currently underway and a Business Plan was being produced.
- (xvii) The potential to liaise with the Great Central Railway and the Bell Foundry should also be considered. Any link between tourism and markets should be actively encouraged.
- (xviii) Markets in Shepshed were experiencing problems as the number of traders had fallen and facilities were poor. It was difficult to maintain a viable market when traders frequently failed to attend.
- (xix) Considerable discussion had taken place with the Clerk of Shepshed Town Council and Mr Hawkey, the owner of a business in Shepshed. The site used for the market was owned by the Co-op and the rent was expensive. The Clerk was currently arranging a meeting to consider the use of the recreation ground near to the school as an alternative location. The possibility of holding a Sunday market or a market in conjunction with a car boot sale was also being considered.
- (xx) The possibility of establishing markets in other locations around the Borough had been considered, however, it was a concern that having too many markets would de-value the ones already established and it was felt that it was more appropriate to concentrate on maintaining and strengthening the current markets at the present time.

AGREED that the issues raised be noted.

3. ARRANGEMENTS FOR SUBSEQUENT MEETINGS

Next meeting of the Panel – Thursday, 2nd December 2010 at 5:00pm.
The following will be invited to attend the next meeting:

1. Mr T. Simons (representative of the Loughborough Branch of the National Market Traders Federation).
2. A representative from the Farmers' Market.

The following information will be submitted:

1. An update on Shepshed market arrangements.
2. Information on the market arrangements at Kirk Leys, South Derbyshire.