

SHDC Markets – Public Consultation Response Report

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1. INTRODUCTION AND BACKGROUND

This report summarises the responses to a public consultation on a draft Market Regulations Handbook and proposed changes to Fees and Charges for South Holland's four street markets.

The district of South Holland holds five regular markets with approximately 246 pitches available in total, operating at Crowland, Holbeach, Long Sutton and twice weekly in Spalding (Tuesday & Saturday). As of October 2020, 73 pitches were let and assumed let for 2021 is 117.

The purpose of the Market Regulations Handbook is to set out the matters the "Council" will take into account when considering and undertaking its duty to provide and manage its markets.

The Market Regulations Handbook and Fees and Charges aim to:

- Build a sustainable and equitable market provision throughout the district for traders addressing regulation in the draft Market Regulation Handbook;
- Provide welcoming and safe environments for traders and market visitors.

- Provide an on-hand markets team to help with any queries or issues 7.30am – 5pm Monday to Friday; an out of hours service at all other times.
- Support the growth of the district’s markets
- Promote the markets via SHDC website and social media channels;
- Facilitate an online application process to support SHDC’s digital transformation programme;
- Facilitate and run an on-line booking system to secure traders have a standing position on the market;
- Ensure the service fees and charges are “Hemming” compliant;
- Levying Fees and Charges that better reflect the cost to SHDC of providing the Markets operation;
- Provide for fairer and more consistent fees and charges across all individual markets;

The aims of the public consultation were to understand:

- What is important to customers from the opening hours, to items sold and the local environment;
- How residents use the markets;
- How SHDC can support more people to become traders;
- A response to the proposed fees and charges;
- Views across the district relating to: regulation and enforcement, marketing and promotion, food standards, stakeholder engagement by way of market representatives, sustainability.

The markets covered by the consultation were:

- Crowland
- Holbeach
- Long Sutton
- Spalding (Tuesday and Saturday)

2. EXECUTIVE SUMMARY

This reports seeks to implement a revised Market Regulations Handbook and a revised set of Fees and Charges relating to the five (5) street markets in four (4) towns in the South Holland District, following public consultation approved by The Portfolio Holder for Environmental Services on 3 June 2021.

The public consultation on the draft “Market Regulations Handbook” and the proposed “Fees and Charges” formally ran between 9.00am Friday 18 June 2021 and 5.00pm Friday 30 July 2021. The Council adopted a six (6) week consultation period and engaged with a broad range of consultees.

To encourage open and maximum possible contribution a programme of consultation consisted of print, online and face to face communication. Prior to the launch of the official consultation a period of pre-engagement took place between members of the markets team and Traders. Traders were engaged before the formal consultation period to ensure they were aware of the impending consultation and how they would be able to give their feedback and opinion.

The proposals also included concessions for charitable stalls, one allocated “Charity Pitch” will be available to registered charities, free of charge per market. Each registered charity will

have the opportunity to book a pitch, once per calendar month. Any additional bookings within a calendar month will be considered as a casual trader and the regulations of the handbook apply. Market regulations Handbook p 6.

A new initiative for consideration of introduction is for first time stallholders to be able to hire "Pop Up Stalls". The Council has purchased two 3m x 3m gazebos and these will be made available to rent, at an additional cost to the rentee and subject to contract agreements such as a refundable deposit, return in good order and condition clause, for a maximum rental period of six (6) weeks.

3. CONSULTATION PROGRAMME

The public consultation sought to encourage a broad a range of response as possible, from traders, residents, workers, business owners and visitors to the district. The programme of engagement took place, in person, online and via a communications programme.

Both on line and print / off line communication channels were adopted to ensure a wide a consultation as possible. All information about the consultation was posted on the South Holland District Council website, this website is host to all of SHDC's public consultations.

Consultation documentation included: Draft Market Regulations Handbook and proposed Fees and Charges document, questionnaire and a regularly updated Frequently Asked Questions document.

Pre consultation engagement

After the decision to approve the consultation was given and prior to the formal launch of the public consultation the markets team undertook a series of pre-engagement opportunities to inform traders at each market of the up-coming consultation, to enable questions to be raised before the formal consultation launch date.

Consultation Framework

18 June 2021 – Email sent to all known SHDC market traders, providing the consultation pack, setting out the aim of the consultation and informing traders how they could participate and signposting to the SHDC website;

18 June 2021 – Email sent to statutory undertakers, providing the consultation pack, setting out the aim of the consultation and informing traders how they could participate and signposting to the SHDC website;

18 June 2021 – Email sent to all known service providers and service users, providing the consultation pack, setting out the aim of the consultation and informing interested parties how they could participate and signposting to the SHDC website;

18 June 2021 – 30.07.2021 - Draft Market Regulations Handbook and questionnaire available in hard copy at Council Offices, Priory Road, Spalding;

21 July 2021 - Following the removal on 19 July 2021 of national restrictions relating to the Coronavirus pandemic, allowing for the free movement of people, consultation packs were distributed to 13 community centres across the district on 21 July 2021;

19 June 2021 – 30 July 2021 - On-going local press media and a social media programme (Facebook / LinkedIn / Twitter) with signposting, dates and times of drop in sessions;

19 June 2021 – 30 July 2021 - On-going - SHDC Member engagement;

On-going - Market on-site engagement sessions held at each market (see below);

19 June 2021 – 30 July 2021 – The SHDC website was updated with all the relevant information on the draft handbook, proposed fees and charges and regularly updated FAQ's; giving consultees clear information on how to engage and participate with the consultation.

23 July 2021 – reminder email sent to all known consultees – encouraging a final opportunity for participation.

On-Site Engagement Sessions

Five on-site engagement sessions were held across the district attended by Officers of Environmental Services and SHDC Elected Members. The sessions offered the opportunity for anyone who wished so to do to discuss the consultation and complete a questionnaire. Officers completed the questionnaire for those people who wished to participate but did not have the means to complete the questionnaire themselves. Officers and Councillors were available between 9.00am and 2.00pm on the dates shown below. These times coincided with the normal market operating hours.

Public Engagement

Crowland	Holbeach	Long Sutton	Spalding
Friday 9 July 2021	Thursday 8 July 2021	Friday 16 July 2021	Tuesday 6 July 2021 Saturday 17 July 2021
8.30am – 2.00pm	8.30am – 2.00pm	8.30am – 2.00pm	8.30am – 2.00pm

4. CONSULTATION DOCUMENTS

The consultation documents included the draft Market Regulations Handbook, proposed Fees and Charges document and a questionnaire, these were distributed widely by email, on request, at Council Offices Priory Road, Spalding, at drop-in sessions at markets and at community centres. Alternative formats were available on request.

Online distribution was shared via local press: Spalding Voice and Spalding Today and social media: SHDC Facebook page, LinkedIn and Twitter.

A FAQ document was developed, reviewed and periodically updated in response to question(s) raised by consultees during the course of the public consultation.

The themes of the questionnaire included, how customers use each of the markets; operational and regulatory issues (open to customers and traders); goods for sale and the environment.

Due to the Covid – 19 national restrictions in place at the launch of the consultation the consultation pack was not made available to view at public libraries however, a hard copy was available for inspection at the council office, Priory Road, Spalding and on the SHDC website.

When national restrictions were relaxed on 19 July 2021 a hard copy of the consultation pack was provided to thirteen (13) community centres across the district namely:

- Nene Court – Spalding
- Sezanne Walk – Spalding
- Linden Court, Spalding
- Line Court, Spalding
- Glen Haven, Pinchbeck
- Arthurs Avenue, Holbeach
- St Matthews Drive – Sutton Bridge
- Cecil Pywell Avenue, Holbeach
- Lyndis Walk, Holbeach
- Hargate Close – Fleet Hargate
- Park Court - Weston
- Spring Gardens – Long Sutton
- St Marys Gardens – Long Sutton

Questionnaire

To encourage feedback a consultation questionnaire was developed and made available in hard copy, via email or via the SHDC website and via Survey Monkey. It was available to any individual or organisation who wished to participate in the consultation. The questionnaire was available, on request in alternative format and large print.

The questionnaire sought to garner views from markets traders, users and visitors to the market(s). It encouraged responses via closed questions relating to strongly agree to strongly disagree and open questions were also asked. Comment boxes were available to allow respondents to offer open comments about the market(s).

All open ended questions in the consultation questionnaire were coded into themes to allow responses to be quantified. This involved reading every response to these questions and creation of a code framework.

Completed hard copies were returned to the council offices at Priory Road, Spalding and to West Marsh Road, Spalding and also received at public engagement sessions.

5. KEY FINDINGS

A broad range of responses were received from the target audiences and mainly via the consultation questionnaire, which was hosted on line and as well as taking place at public engagement events. Paper copies were available on request and via the SHDC website.

N.B Some of the questions in the questionnaire allowed respondents to tick multiple categories as a “select all that apply” option. Therefore in some analysis the sum of the response to the question may be higher than the total.

- There were a total of 207 responses to the consultation
- 192 questionnaire responses received via online and hard copy.
 - 81 were received at the public engagement events
 - 11 – Crowland
 - 15 – Holbeach
 - 10 – Long Sutton
 - 15 – Spalding Saturday
 - 30 – Spalding Tuesday
- 15 Written responses
- 67 responses were anonymous
- The largest proportion of questionnaire responses came from South Holland Resident 166 (86%), followed by Other (19), Market Traders (12), Business Owner (6), Visitor to the District (2).

- No petitions were received

There is strong support for:

- Supporting local traders – 76.56% of respondents liked this most about visiting the markets.
- Food Standards – 72.92% of respondents think it is important those stall holders trading with food should sign up and display food standards ratings.
- Pop-Up stalls – 88.02% of respondents would like to see Pop-Up stalls introduced.

There is also support for:

- More seating areas – 58.33% of respondents would like to see more / improved seating areas
- Contactless card payments – 45.31% of respondents would like to see traders offer contactless card payment facilities.

Common Themes from respondents:

- Demand for variety – 38.54% of respondents cited lack of variety as a reason for disliking the markets.
- Keep the markets affordable for traders.
- Lack of seating – 20.83% of respondents gave opinion to make the markets of South Holland district more attractive to spend time at.

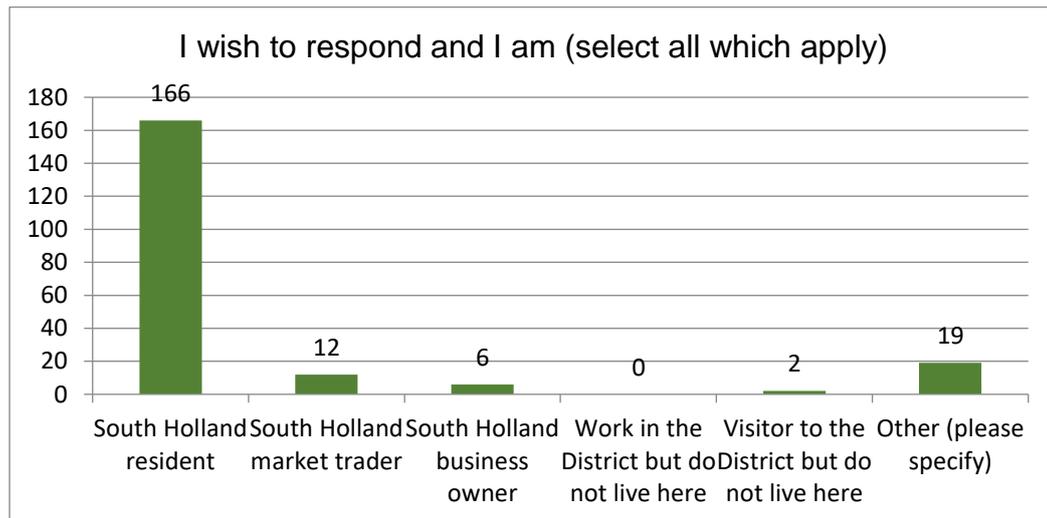
6. QUESTIONNAIRE RESPONSE ANALYSIS

The analysis is reported in the order of the questionnaire. The questionnaire received 192 responses.

Q. I wish to respond and I am (select all that apply)

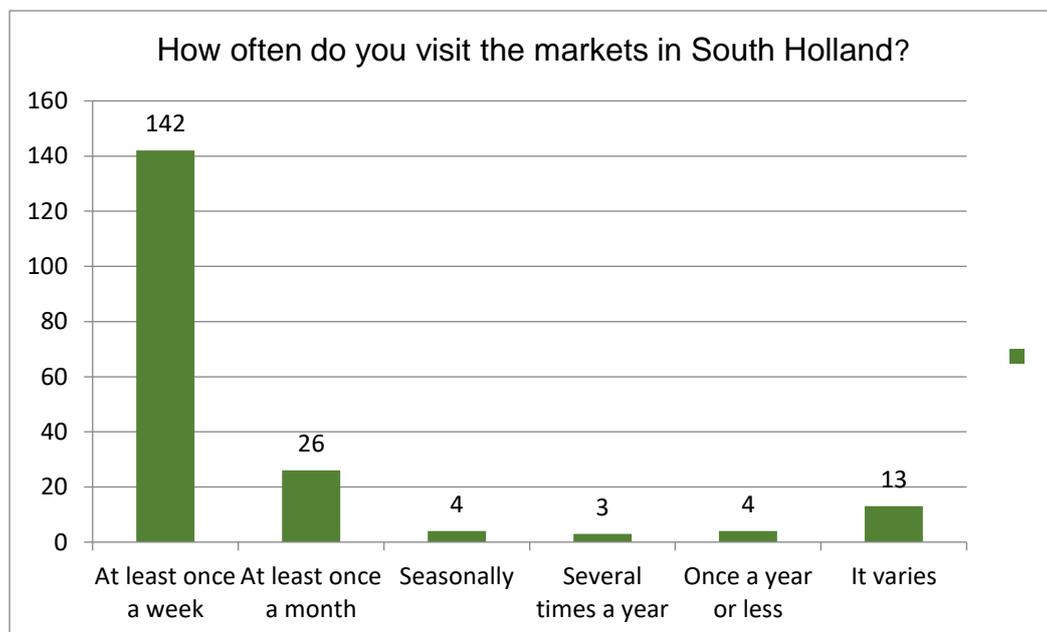
Overall the vast majority of respondents 166 (86.46%) were South Holland residents

The “other” category includes Parish Councils, Members of South Holland District Council, charitable organisations and where no answer was supplied.



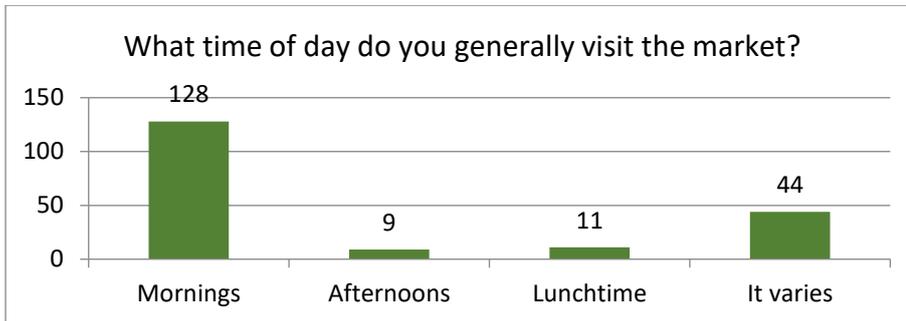
Q. How often do you visit the markets in South Holland?

The vast majority of respondents 142 (66.67%) visit the market(s) at least once a week.



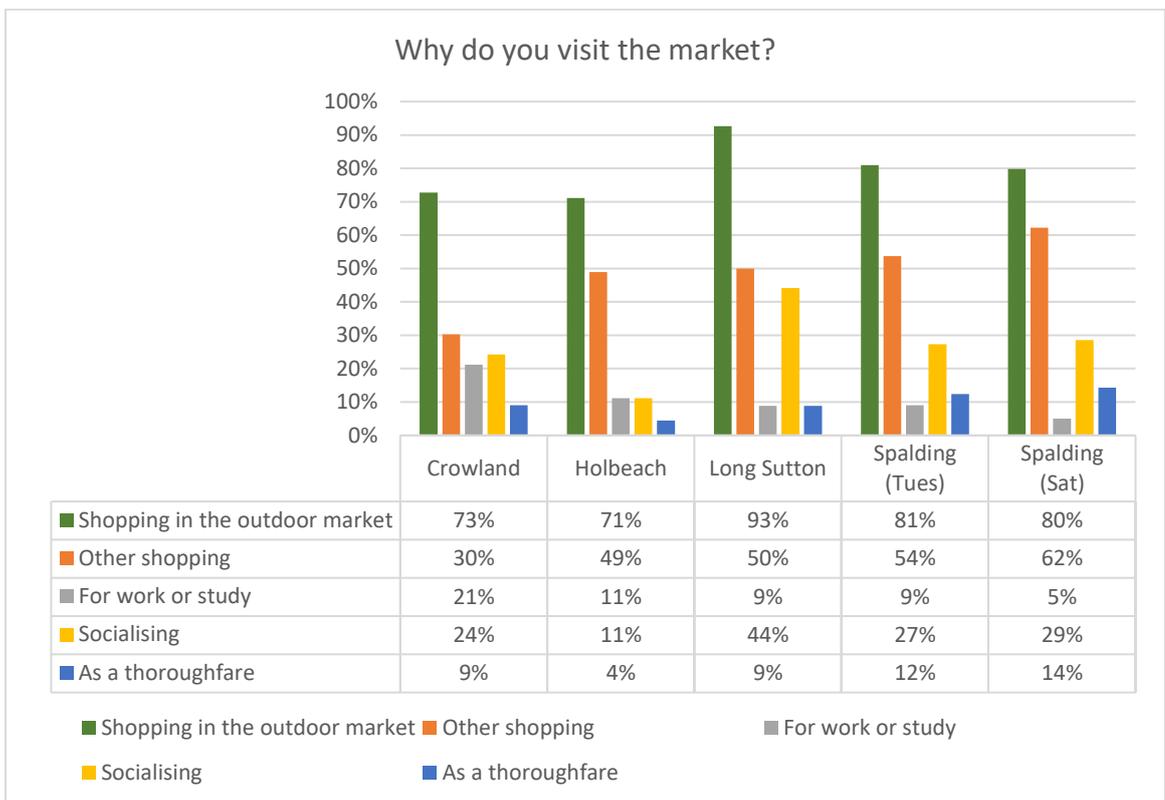
Q. What time of day do you visit the markets in South Holland?

The vast majority of respondents 128 (67%) visit the markets in the mornings.



Q. Why do you visit the market?

Respondents were asked for the views on why they come to the market place. The overview of all 5 markets in the district demonstrates shopping in an outdoor market is the main attraction.



Q. What do you like about the market? (select all that apply)

192 people responded. 147 (76.56%) the majority of respondents like supporting local traders the most. 109 (57%) feel the market offers good quality. Nearly half 93 (48.44%) like that it increases footfall to the wider town or high street and 80 (42%) like the market as a place to socialise. 54 (28.13%) respondents made "other" their choice and reasons include a most a repeat of the above including it adds vitality to the whole town centre.

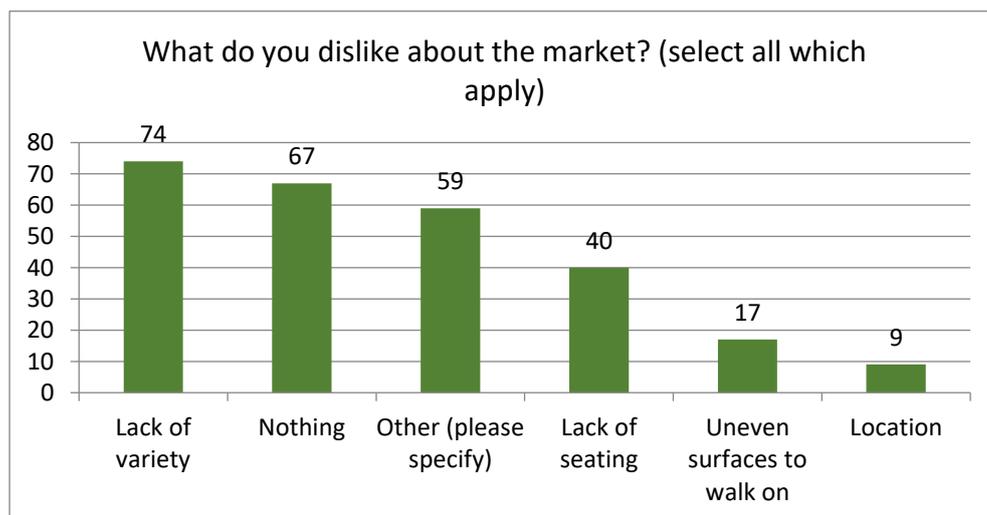


Q. What do you dislike about the market (select all that apply)

192 respondents. 74 (38.54%) respondents dislike the lack of variety on the market.

67 (34.90%) dislike nothing about the market. 20% feel there is not enough seating.

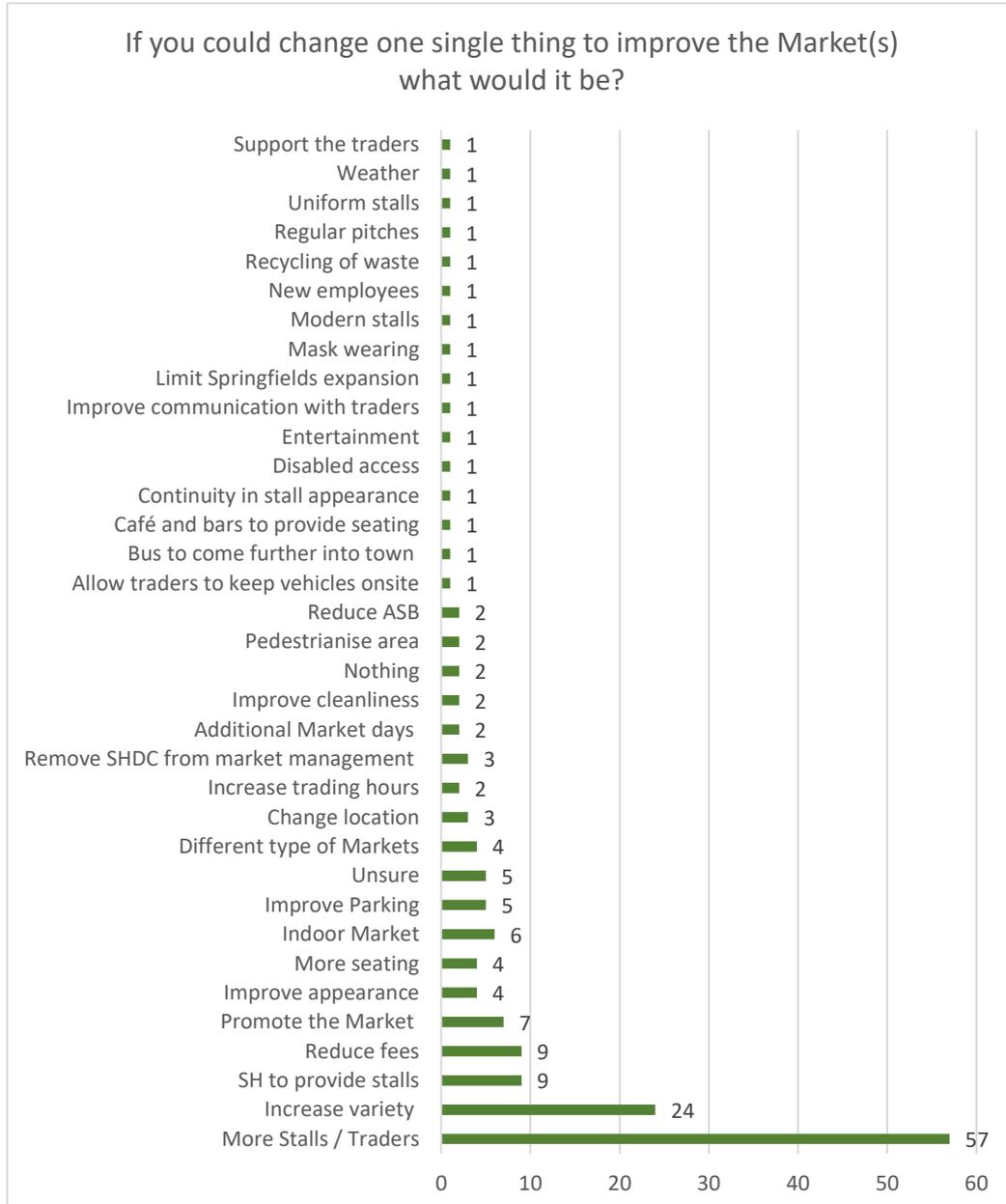
59 (30.73%) respondents made "other" their choice and reiterated a dislike for the decreasing number of stalls, incidents of anti-social behaviour and pigeons.



Q. If you could change one single thing to improve our markets what would it be?

Respondents were asked an open question and offered the opportunity to comment.

168 responses. Overall the most popular response from respondents is for more stalls / traders and an increase in variety – 81 respondents (46%).

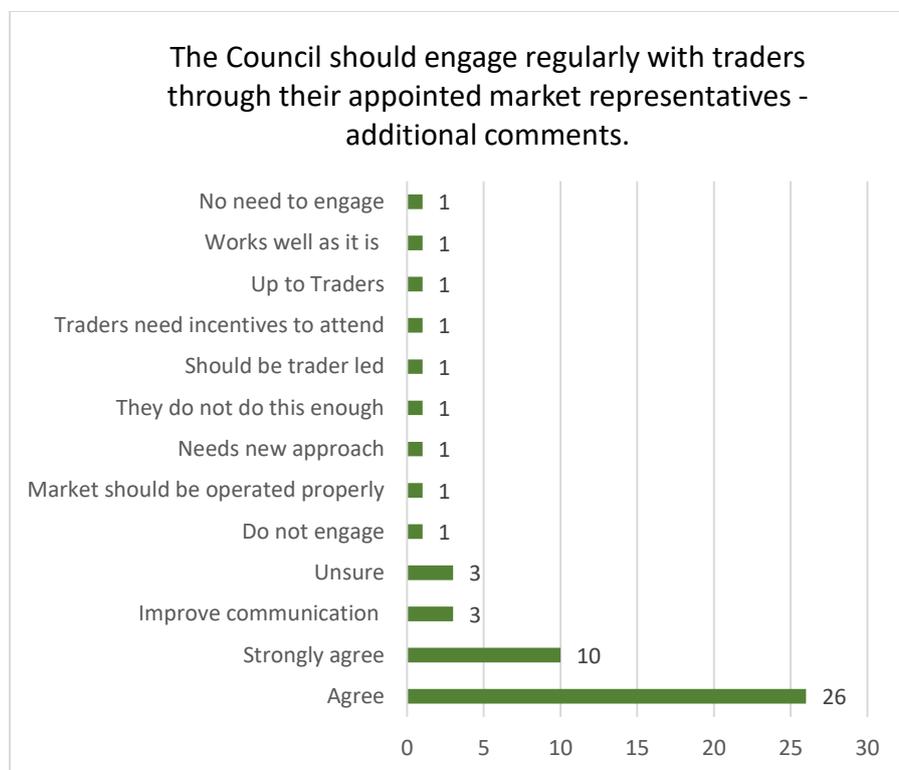


Q. To what extent do you agree or disagree with the following statement: the Council should engage regularly with traders through their appointed market representatives.

Respondents were asked to decide on a strongly agree to strongly disagree scale.

82 respondents replied. Average of responses = AGREE

This question also offered respondents the opportunity to submit additional supporting comments. 51 Respondents submitted additional comments. Overall 36 (70.58%) of respondents reiterated their support (26 (32%) agreed; 10 (12%) strongly agreed). Additional comments also included suggestions for improved communication.



The next set of questions were grouped together as a block question on the questionnaire. Respondents were asked to decide on a strongly agree to strongly disagree scale.

97 respondents. 51 respondents offered further opinion. 46 respondents offered further comment. Support was for promotion of the market 10% and a lack of appetite to introduce Key Performance Indicators' -10%.

Q. Do you see the benefits of being involved in workshops and focus groups?

Average of responses = NEITHER AGREE / NOR DISAGREE – see chart below

Q. The Council should develop key performance targets for the markets to be reported against annually.

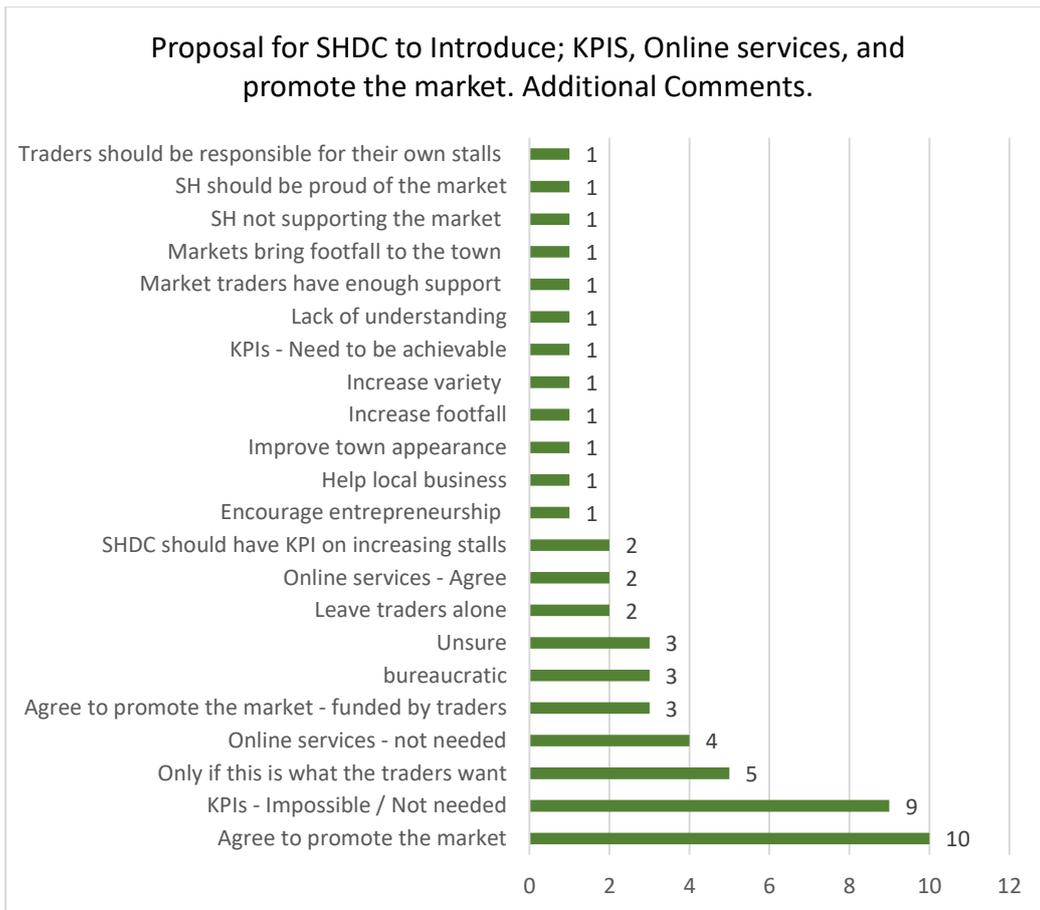
Average of responses = NEITHER AGREE / NOR DISAGREE – see chart below

Q. The Council should introduce online services for market traders?

Average of responses = NEITHER AGREE / NOR DISAGREE – see chart below

Q. The Council should promote the markets and their traders

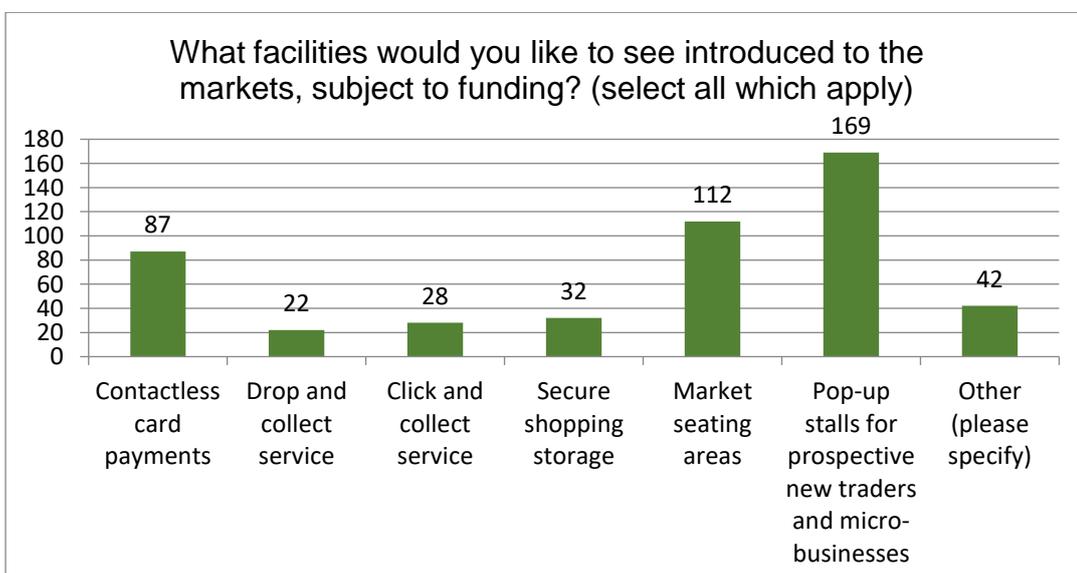
Average of responses = AGREE – see chart below



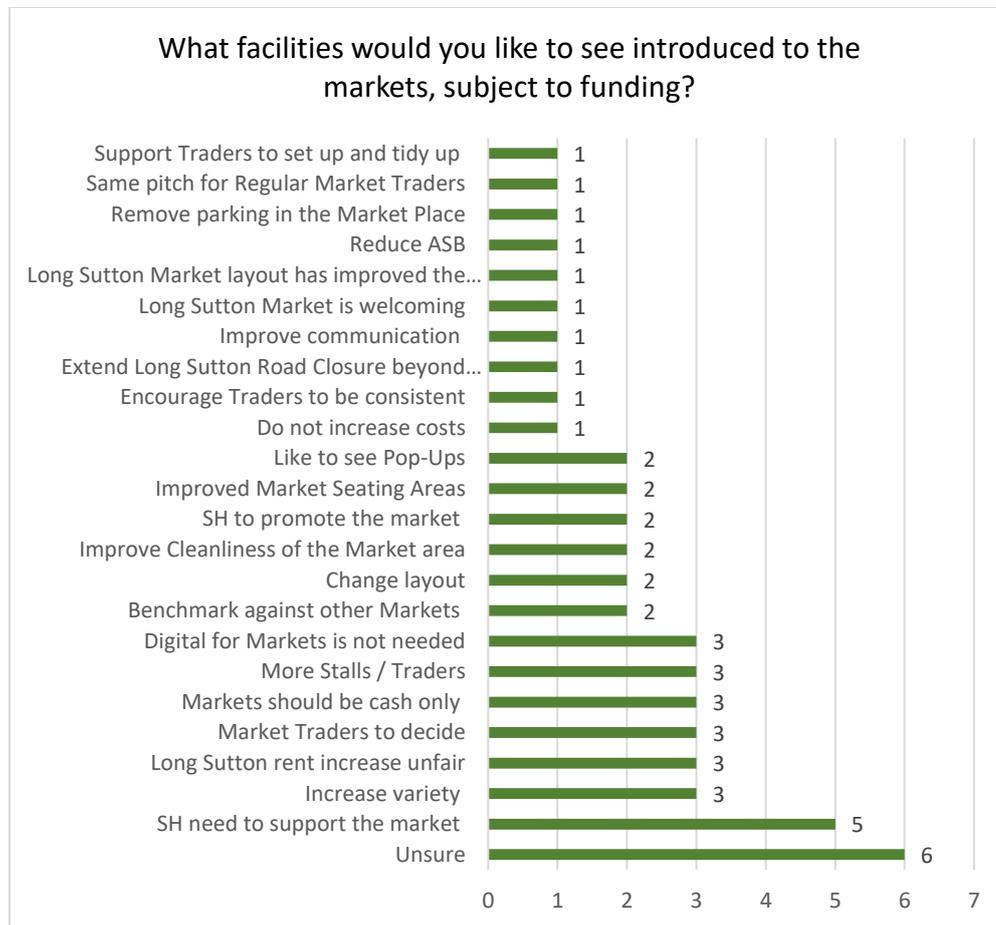
Q. What facilities would you like to see introduced to the markets, subject to funding? (select all which apply)

The questionnaire asked respondents to comment on new initiatives proposed in the questionnaire.

An overall proportion of respondents 169 (88.02%) would like to see pop-up stalls introduced and 112 (58%) would like to see more market seating areas. 87 (45.31%) would like to see traders offer contactless card payments; 3% wish the markets to be cash only.

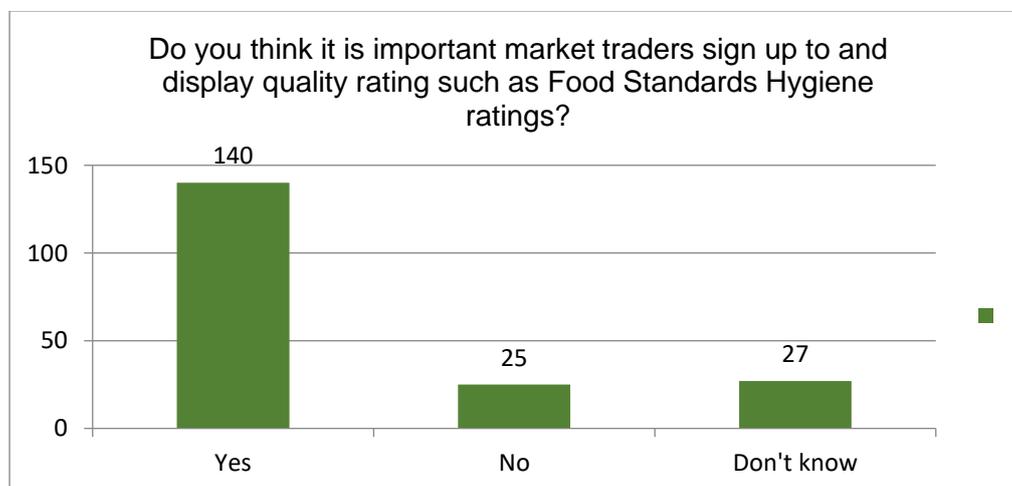


Respondents were given the opportunity to expand further with an open question for further comments about the options available, subject to sufficient funding. 51 people responded the majority of responses calling for more support for the markets from the “Council” (SHDC) and for more stalls and also an increase in variety.



Q. Do you think it is important market traders sign up to and display quality rating such as Food Standards Hygiene ratings?

192 Respondents. The majority of respondents 140 (72.92%) agree it is important to them that market traders sign up to, receive and display a Food Standards Hygiene Certificate.



Q. We would welcome any feedback regarding customer care, please provide your views

Respondents were asked an open questions and given the opportunity to provide their views on any aspect of customer care. 91 Responses; 46 respondents offered “no opinion”. 45 respondents provided feedback. Overall respondents found traders to be helpful and friendly.

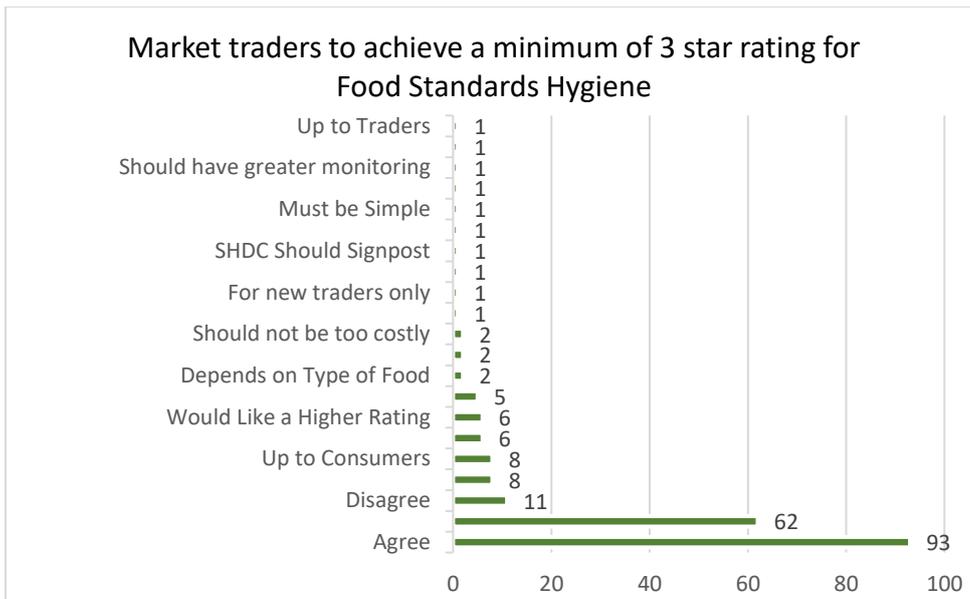


The following questions were open questions and relate specifically to proposals in the draft Market Regulations Handbook.

Proposal: The draft handbook proposes, where appropriate, market traders achieve a minimum of 3 star rating Food Standards Hygiene rating and display such rating. Reference: Page 9. Reason: To help consumers choose where to eat out or shop for food giving clear information about the businesses hygiene standards.

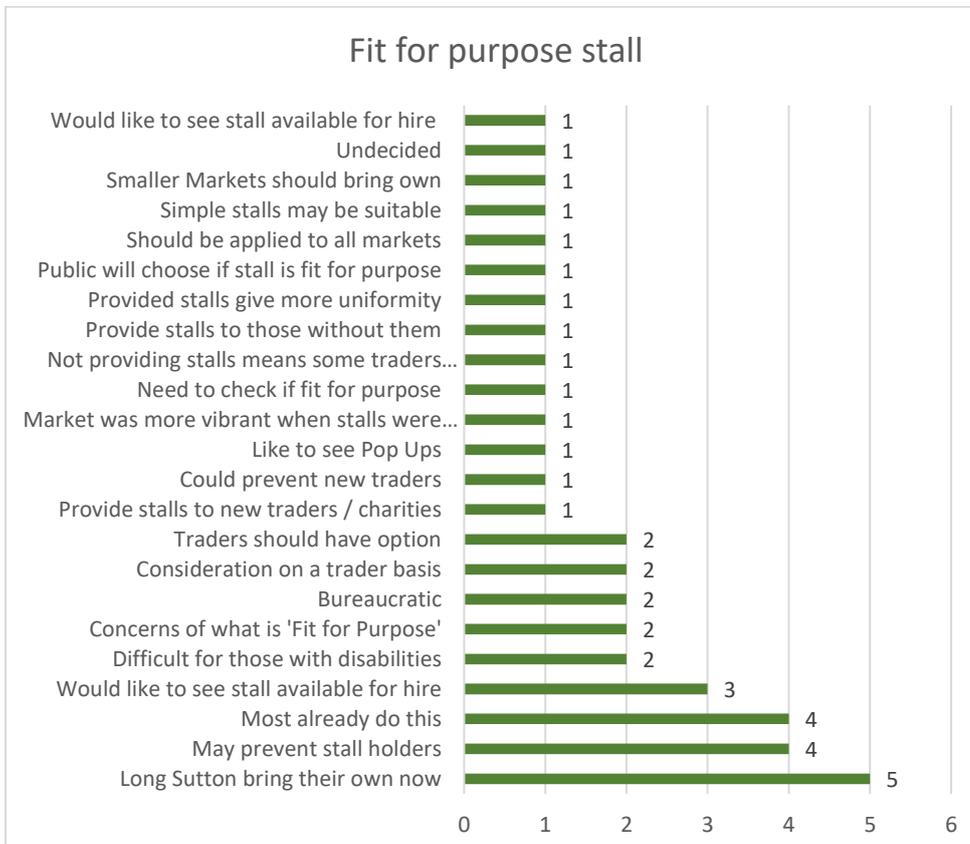
This question was asked in addition to the question above and relates directly to the inclusion of the food rating requirement into the Market Regulations Handbook.

192 responses. Overall the vast majority of respondents 93 (48%) agree a food standard rating of at least 3 stars would help to inform customers when purchasing prepared food for sale. 62 (32%) had no opinion and 11 (6%) disagree.



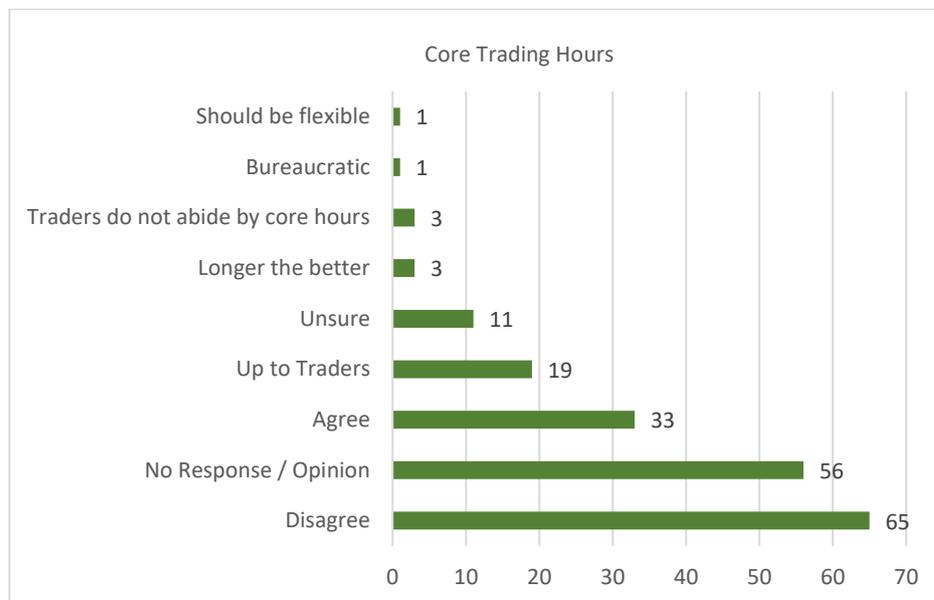
Q. 27 Proposal: The draft handbook proposes that all traders provide and set-up their own “fit for purpose” stall. Reference: Page 9. Reason: To ensure that the market provisions are equitable throughout the district and provide welcoming and safe environments for traders and market visitors.

192 respondents. 55 (29%) had no response or opinion, a further 20 (10%) of respondents “unsure”. 45 (23%) of respondents agree. 31 (16%) disagree. 41 respondents offered further opinion;



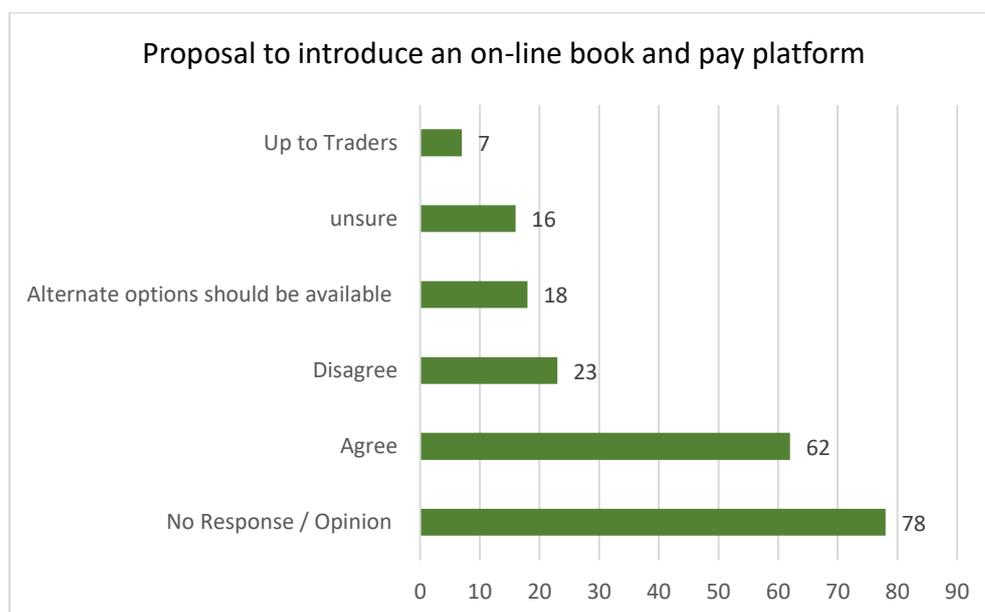
Proposal: The draft handbook proposes to amend the core trading hours for standing on the market from 09:00hrs – 15:30hrs to 09:00hrs to 14:00hrs. Reference: Page 9. Reason: To better align the traders to the footfall of the area in which they trade.

This question was asked following feedback from traders that declining footfall means that standing until 3.30pm is not often worthwhile. 192 responses. The highest proportion of respondents 65 (34%) disagreed with the change to hours and 56 (29%) had no opinion. 33 (17%) agreed. 25 (13%) said it should be up to the traders to decide.



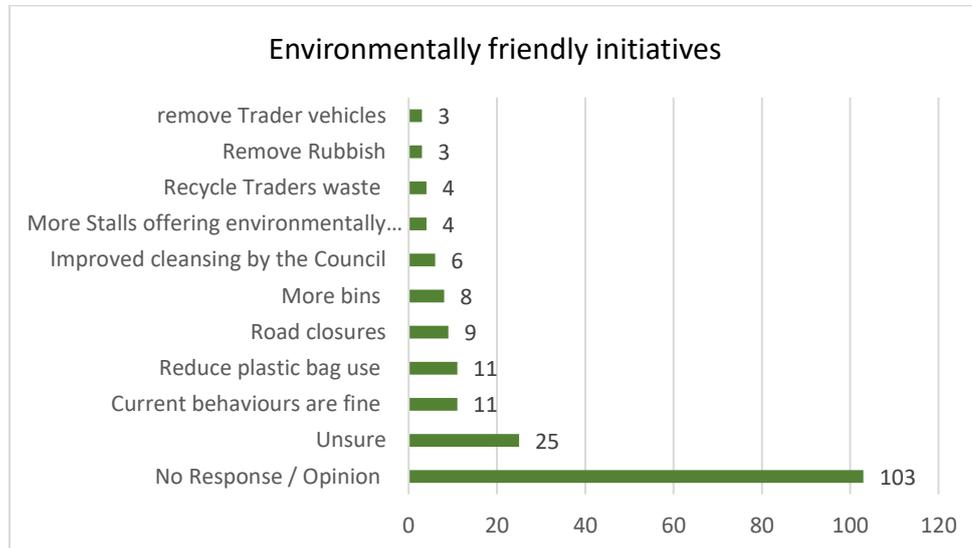
Proposal: The draft handbook proposes to introduce a book and pay online platform for traders. Reference: Page 6. Reason: To meet the ambitions of the Council's digital transformation project.

192 responses. 78 (41%) of respondents had no opinion / no response. 16 (8%) were unsure. Of those respondents that gave an opinion 62 (32%) agreed with the proposal. 23 (12%) disagreed and 18 (9%) thought alternatives options should be available.



Q. Do you have any ideas you would like to share on how the markets can improve in respect of environmentally friendly initiatives?

192 responses. 103 (54%) gave no opinion. 25 (13%) were unsure; 11 (6) said current initiatives are fine and 11 (6%) would like to see a reduction in plastic bag use.



Respondents were asked a set of closed questions relating to the marketing. Analysis of the results indicate respondents agree to introduction of the draft Market Regulations Handbook; agree to SHDC promoting the markets; to the introduction of a licence and for the offering of pop up stalls.

Respondents neither agreed nor disagreed with the suggestion for a “Buy with Confidence” initiative to prevent the sale of any counterfeit goods.

Q. How important do you think it is the Council promotes the market by participating in nationally recognised activities, such as Love Your Market?

Average of responses – AGREE.

Q. To what extent do you agree or disagree with the Council's idea to introduce a district wide market licence for all traders registered and vetted by SHDC?

Average of responses – AGREE.

Q. To what extent do you agree or disagree with the Council's suggestions to offer pop-up stalls to encourage entrepreneurship in our district.

Average of responses – AGREE.

Q. To what extent do you agree or disagree with the Council developing a fair and transparent handbook allowing for reasonable competition and new business?

Average of responses – AGREE.

Q. To what extent do you agree or disagree with the markets team should monitor service delivery to ensure high customer service.

Average of responses – AGREE.

Q. Market traders should not need to display food hygiene rating on their stall.

Average of responses – DISAGREE.

Q. To what extent do you agree or disagree with Market traders should have hand sanitising facilities.

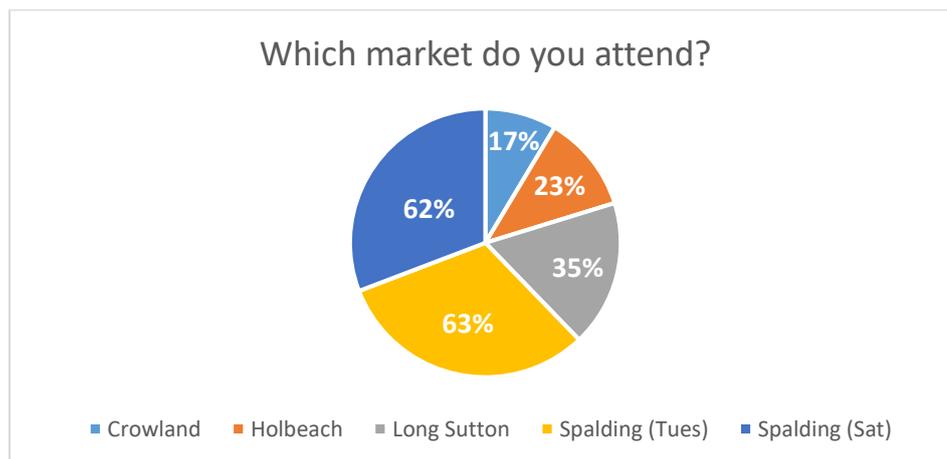
Average of responses – AGREE.

Q. To what extent do you agree or disagree with Market traders do not need to display a 'Buy with Confidence' card (or similar) on their stall, to demonstrate their goods are genuine?

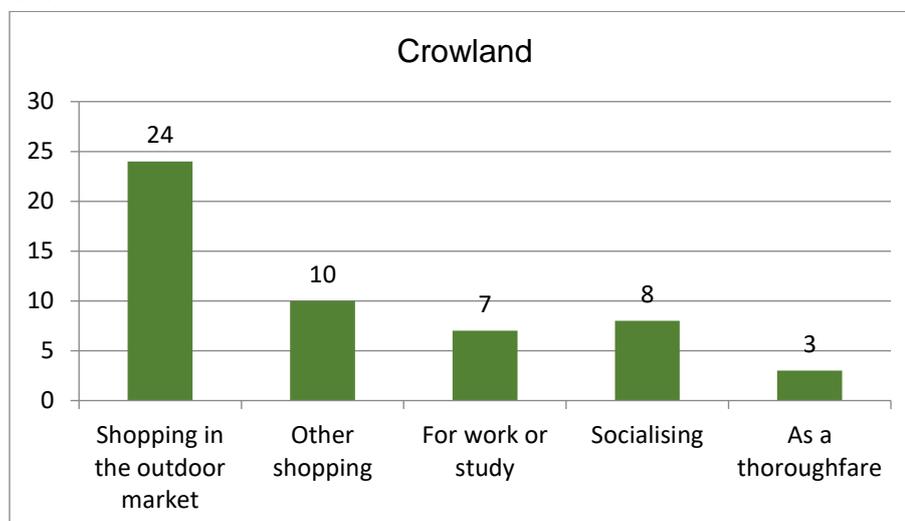
Average of responses – NEITHER AGREE NOR DISAGREE

7. INDIVIDUAL MARKET RESPONSES

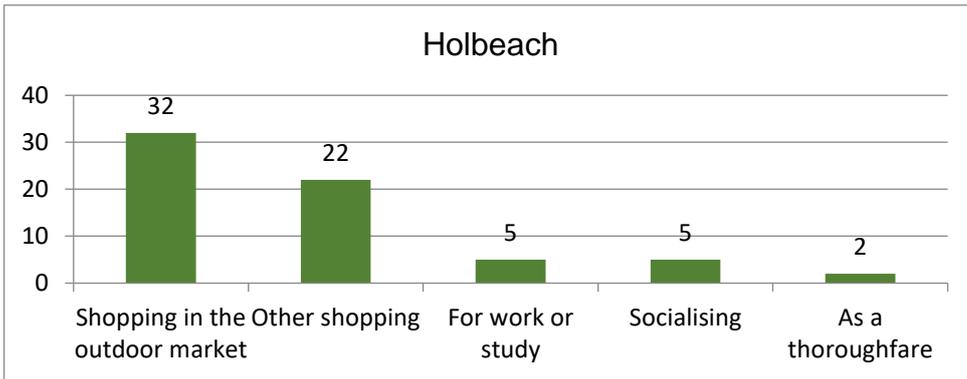
This section deals with simplified findings of reasons for visiting each market. Overall respondents visit Spalding Tuesday and Saturday the most, followed by Long Sutton, Holbeach and Crowland. The overall majority of respondents to each market visit for outdoor shopping.



Crowland



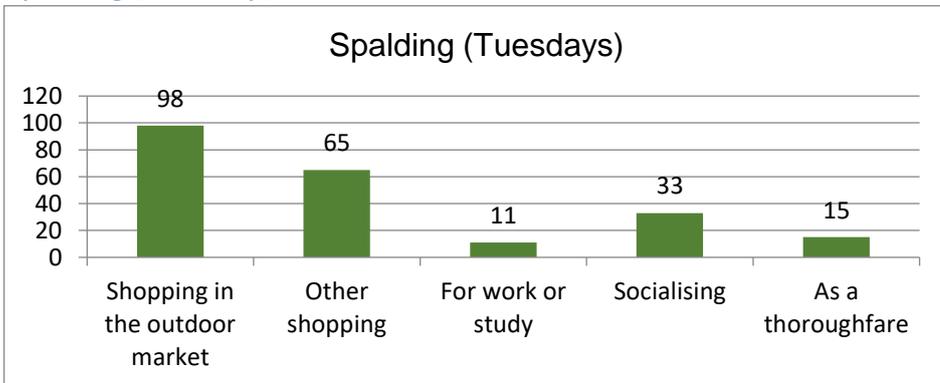
Holbeach



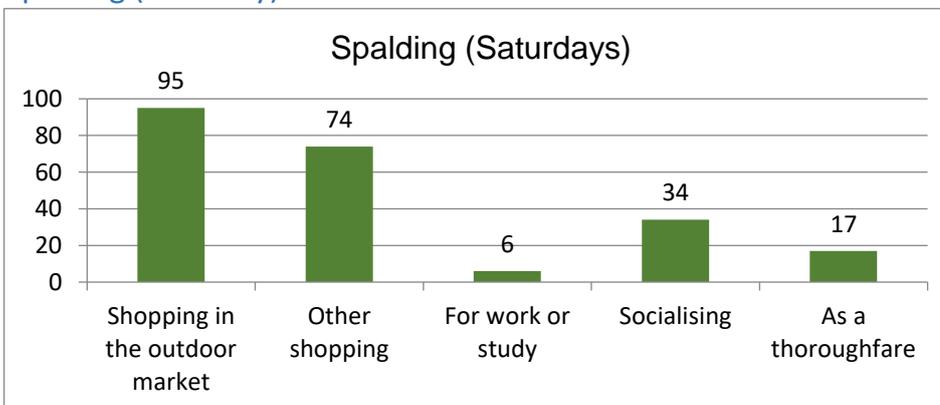
Long Sutton



Spalding (Tuesday)



Spalding (Saturday)



8. EMAIL AND LETTER RESPONSES

15 Individual responses have been received. The consultation responses are detailed in the table below. The second column of the table includes a response that acknowledges and addresses each concern raised.

Representation	Comment
<p><u>Reference to fees and charges:</u></p> <p>Concerned with new charges potentially being implemented and may not be able to continue to trade at many of the markets.</p> <p>according to the new document the stalls will be only 10ft deep. All of my stalls are at least twice that at the moment. as a quick estimate if I was to pay per square foot for the space I currently have I will be expecting a ren increase on pre covid by about 10k.</p> <p>Concern it will not be possible make it financially viable to continue to trade with South holland.</p> <p>I need time to get other markets in place as I'm set to lose 5 markets</p> <p>I'd like to be assured that stallholder fees aren't to increase exorbitantly, as this could jeopardise and already fragile market.</p> <p>Why raise market rent in long Sutton?</p> <p>Seems SHDC trying to kill the market & close it down. Stall holders had no market to sell goods for months during lockdown now there back on their feet they are met with huge increase.</p> <p>We value the Friday market in Long Sutton and are strongly in favour of the market continuing under the present conditions and costing.</p> <p>I consider such a weekly increase of rents will severely damage the nature of this important Market on a Friday in Long Sutton. Long Sutton has had a significant weekly Friday market since their charter in 1202. From the early days the market has been a significant weekly event in the town around the church of St Marys. It has significantly affected the lay out of the town in Medieval times and also during the Georgian period. It is very much a focus and feature at the heart of the town.</p> <p>I understand that additional clauses of the SHDC Market Hand book are being considered for inclusion in this draft. One of</p>	<p>All issues are dealt with in The Market Consultation Outcome report – at 3.2 & 3.3</p>

<p>the effects would be to increase the stall holders stall rents by 69% to meet road closure costs.</p> <p>Proposed Current Percentage Crowland £7.00 £5.10 37% Long Sutton £8.50 £5.10 67% Holbeach £7.00 £5.10 37% Spalding Sat £7.00 £19.00 -63% Spalding Tue £7.00 £19.00 -63%</p> <p>With specific reference to Long Sutton, this proposed new charge is quite preposterous and unacceptable. Spalding stalls reduced from £19.00 to £7.00, a reduction of 63%. Crowland and Holbeach stalls increased from £5.10 to £7.00, an increase of 37%. Long Sutton stalls increased from £5.10 to £8.50, an increase of 67%. Why? If the reason for this differential is to contribute to the cost of closing the Market Place to traffic on Friday's I would remind the Council of the section in their consultation document which refers to safety and environmental issues, both of which benefit significantly from the pedestrianisation of Long Sutton Market Place on Friday Market days. Surely South Holland District Council are not neglecting their duty of care and passing the financial aspect on to the Traders bearing in mind it was the health and safety aspect of pedestrians which prompted SHDC to restrict vehicular access in the first place. Yet another deterrent to Traders.</p> <p>It has been brought to my attention that there is a likelihood that fees and red tape may increase in respect of the running of Long Sutton Market which is held each Friday.</p>	
<p><u>Reference to stalls:</u></p> <p>Just will not happen. "Fit for Purpose" is best judged by the market's overall popularity and attendance. If it was not "Fit for Purpose" shoppers would not attend and as a consequence neither would the Traders.</p> <p>I'm sorry I don't understand all stuff printed about our non-existent market. Why did you stop putting up the stalls for traders to use they pay rent for them surely. Having a consultation after most traders have left and gone to Stamford is another waste of money. I wonder how many members of the consultation team actually live here. Please clean up the town and revitalise the market because it's advertised by property developers as a bustling market town and sounds wonderful but is pretty grim, such a shame and a let down for residents already here.</p> <p>We are unanimous in our belief that the withdrawal of council provided stalls to traders last year was a retrograde step that caused the market immense harm. We are of the opinion that</p>	<p>All issues are dealt with in The Market Consultation Outcome report – at 3.11</p>

<p>the provision of stalls with weather coverings would help encourage some traders to return to the market, and encourage new ones. We also feel that they would smarten up the appearance of the market.</p>	
<p><u>Reference to Long Sutton:</u></p> <p>I have lived in the town for the past 20yrs and feel the market is a massive boon to the town's already vibrant shops. It's must be a huge challenge to keep such a vast variety of shops and stalls in a small town so everything should be done to encourage this.</p> <p>I would like to be able to see and use the market for many years to come. Everything in your power should be done to facilitate this.</p> <p>The short short-sightedness of this proposal is horrendous. Spalding market has been decimated and now attention has been turned to other towns and villages.</p> <p>Long Sutton market is the heart of this wonderful little town. People from the surrounding rural villages congregate here each week to shop and meet up with friends. The local shops benefit and it is centre of the week for many elderly who may not find it easy to get to other places. Given encouragement I am sure that more traders will join.</p> <p>What happened to the slogan "SHOP LOCAL"</p> <p>Following the pandemic I was under the impression that everything was to be done to help businesses to get back on their feet and substantial funds have been made available for this purpose. Destroying our market goes completely against this aim.</p> <p>Whilst holidaying recently I was struck by the vibrancy of various markets which are obviously encouraging traders into the different places in order to help revive our struggling High Streets.</p> <p>The person who thought this one up is completely out of touch and should just try coming to Long Sutton on a Friday morning and talking to the people there.</p> <p>I do not wish Long Sutton to become a hollow dormitory town like so many others.</p> <p>Sutton Bridge Parish Council highly values the Long Sutton market, which is regarded as a very important local area</p>	<p>This does not relate directly to the proposals</p>

<p>amenity. It very much supports the market's long term continuation, and would view with deep concern the implementation of any excessive increase in charges to market traders, which might affect the market's viability.</p>	
<p><u>Reference road closures:</u></p> <p>In relation to road closures, I know the District Council have been keen to close the road to motor traffic long before Covid, was there any near miss or accidents relating to traffic to warrant the closure or was it seen as a 'be on the safe side' measure?</p> <p>Do the stallholders see an improvement since closing the road?</p> <p>Since the 2016 handbook much has been made of the Health and Safety aspect of the Market even though there has never been an accident in the Open Market with vehicles going between the stalls. Nevertheless the Market has now adopted a pedestrian zones for the Market which works well creating a friendly safe environment. In the opinion of the stall holder it is the best market in south Lincolnshire attracting over 1200 people each week from a wide local area of several counties. It also enhances the Social, Leisure and Economic status in the local area. This was apparent from our questionnaires during our local community neighbourhood plans from a few years ago. Our District Councillors have worked hard to achieve this.</p> <p>The town of Long Sutton has successfully followed and put into practice the best procedures, so the community asks why penalise rather than reward their achievements for this important Market.</p> <p>This important Friday Market in Long Sutton should remain in its present position with no increase in rents to discourage stall holders from serving the local community.</p> <p>The closure of the Market Place in Long Sutton to vehicles for the duration of the Friday Market is, in my opinion, an absolute positive both from the safety aspect of pedestrians and stall holders alike and the removal of vehicle emissions from the immediate vicinity of the general public. Pedestrian space and access is much improved, particularly for the ever growing number of mobility scooters.</p>	<p>Issues are dealt with in The Market Consultation Outcome report – at 3.12 & 3.13</p>
<p><u>Reference to request for further suggestions:</u></p>	<p>Issues are dealt with in</p>

<p>Would it be possible to explore the possibility of a monthly farmers market held on Saturdays to such as those in Sleaford?</p> <p>Have a simple registration/booking system for traders, and don't charge pitch fees.</p> <p>We should be trying to attract the maximum amount of traders to the market – which will in turn attract buyers to an expanded market.</p> <p>Make the car parks cheap or free only on market days by the same reasoning.</p> <p>Cheap car parking should be offset by increased volume.</p> <p>The traders should be encouraged as much as possible, after all they are providing a service – and in exchange the council is scalping them.</p> <p>More stalls = more visitors = more choice for residents = increased spin off revenue for cafes etc. Strangle the traders, strangle the town centre. Please apply some sensible logic to the situation I would like to see more food stalls such as hog roast, local foods e.g. meats, hot Chinese dishes, continental foods including Polish, Lithuanian as well as French, German. What happened to the wet fish wagon?</p> <p>We would like to see three dimensional planting in the town centre. We feel that as the flower industry is a key sector in the area, floral displays should be used as a way of promoting this important industry.</p> <p>We would like to propose that a regular auction be held in the town centre. Possibly Market Place or Sheep market if the market itself was relocated (see below)</p> <p>As most of the café's in the town centre are in Hall Place we feel that outdoor seating should be encouraged on market days. This could create a café culture and thereby encourage a different demographical mix into the town centre.</p> <p>The market benefits the residents and businesses of Long Sutton.</p> <p>Further, given the influx of holiday makers, it could ensure that the historic Georgian Town and its environs continues to redevelop rather than become a faded rundown small town.</p>	<p>The Market Consultation Outcome report – at 2.2 and section 3</p>
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<p>Let's make South Holland a place to be proud to live in, work and visit.</p>	
<p><u>Reference to on-line Book and Pay for traders</u> Again Counsel usurping responsibility to facilitate their "Digital Strategy" Not everyone is computer literate. Another deterrent to stall holders.</p> <p>You make it far too difficult to book a space. I would have taken a pitch at Long Sutton last Friday but could not do so because of bureaucracy</p> <p>Your log in system did not work and was unable to fill in details. like my address...I was told this was fixed but it wasn't. I could not do it.</p> <p>Sensible people would have said 'come along on the Friday' but was told that was not possible....also the form works too long in advance....you were taking bookings for 30th July not 23rd.</p> <p>I do not come out in the rain or if its too windy and do not make decisions about whether to take a pitch until 48 hours prior so I can see the weather forecast.</p> <p>If you want new traders...welcome them...bend over backwards..and don't make it feel like you are trying to get entry into Buckingham Palace. It will be a long time before I attempt to take pitch at any of your venues.</p>	<p>This issue is dealt with in The Market Consultation Outcome report – at 1.3; 3.7 and 3.10</p>
<p><u>Reference to traders representatives:</u></p> <p>Traders to provide a representative to act as communication's officer and negotiator between the Council and Traders: This is a clear usurping of responsibility by Council by passing this unenviable responsibility to a Trader and, assuming a volunteer can be found, will only serve to create discord among their fellow Traders. Put simply, Council is "Passing the book."</p>	<p>This issue is dealt with in The Market Consultation Outcome report – at 2.2</p>
<p><u>Reference to Key Performance Indicators</u></p> <p>The use of Key Performance Targets which Traders will be audited against annually: I have significant experience of key Performance Indicators and Targets as used in commerce and industry. More often than not they are counterproductive to the overall business or project. The reason being individuals tend to concentrate on achieving their own individual targets for which they will be rewarded which is not necessarily for the greater good of all. Remember, this is a market in a small rural town with local Traders and produce not a multinational</p>	<p>This issue is dealt with in The Market Consultation Outcome report – at 3.6</p>

corporation and will almost certainly deter Traders from attending if imposed.	
<u>Reference to food hygiene ratings:</u> Display Quality Ratings, a Minimum Rating of Three being Mandatory: These are market stalls selling local produce not Sainsbury's or the Ritz.	This issue is dealt with in The Market Consultation Outcome report – at 3.1
<u>Reference to waste:</u> We feel that there should be a requirement for traders to keep the areas surrounding their stalls clear and tidy. This should also cover property belonging to others as we have seen in pre Covid days the unacceptable use of the seating in Hall Place as an area for storage. We feel that this is essential to protect public assets in the market area.	This issue is dealt with in The Market Consultation Outcome report – at 3.1
<u>Reference to Buy with Confidence:</u> This is a local rural market not e-bay.	This issue is dealt with in The Market Consultation Outcome report – at 3.6
<u>Reference to layout:</u> We feel that thought should be given to looking at the layout of the market. At present the circle in Hall Place is underused for the purpose for which it is intended. We would like to see this area used for street entertainment and feel that the location of stalls that back onto this area has been to the detriment of this part of the town centre. We feel that stalls should look onto this area, not back onto it. Report from respondent attached that sets out how the layout of the market could look.	This issue is dealt with in The Market Consultation Outcome report – at 3.1
<u>Reference to customer service:</u> What criteria are they [SHDC] going to use? How are they qualified to judge? Shoppers use of the market is the best judge of service delivery.	This issue is dealt with in The Market Consultation Outcome report – at 3.1
<u>Reference to trader vehicles:</u> We welcome the requirement for trader vehicles to be parked away from the town centre during trading hours.	This issue is dealt with in The Market Consultation Outcome report – at 3.1
OTHER Some proposals for inclusion in the handbook will only serve to have a detrimental affect on our Friday Market and will almost certainly deter traders from attending. You will, intentionally or otherwise kill off what is without doubt the "Jewel" in South Holland's Crown. Long Sutton market has been in existence for over eight-hundred years, its charter being granted by King John. It is part of Lincolnshire's rich history and should be recognised as such by Council and promoted.	This issue is dealt with in The Market Consultation Outcome report – at 3.1