

Cabinet – 26 October 2021

Market Consultation Outcome (Minute)

17. MARKET CONSULTATION OUTCOME

Consideration was given to the report of the Portfolio Holder for Environmental Services which provided an analysis of the public consultation undertaken regarding the market handbook and fees, and considered the options for future market provisions.

Members commented that the proposals within the report provided an opportunity to the Council. Markets were a major part of the town centre economy, and a dedicated Markets' Manager was vital.

DECISION:

- 1) That the adoption of the Markets Regulation Handbook, following consultation from 18th June to 30th July 2021, be approved;
- 2) That the Head of Environmental and Operational Services, in consultation with the Portfolio Holder for Environmental Services, be given delegated authority to make changes to the Market Regulation Handbook as necessary, following approval of the proposed options of this report;
- 3) That adoption of the new fee structure as consulted upon, and annual review, be approved;
- 4) That Option Two, as set out in paragraph 2.2, be approved to ensure investment and growth in our markets and the ability to take action on the results of the consultation and implement the key findings, such as pop-up stalls and improved engagement;
 - a. That a new post of Markets Manager be introduced for a two-year fixed term trial to deliver the objectives of option two funded from the Investment and Growth Reserve as detailed in 5.5;
- 5) That the current suspension of stall erection and dismantling be made a permanent change to market provision, as reflected in the new fee structure;
- 6) That the attached Equality Impact Assessment be noted; and
- 7) That the current road closure in Long Sutton be made permanent to ensure the safe running of the market and maintain the high levels of social gatherings in and around Market Place each Friday.

(Other options considered:

- *Option One – Adopt the draft market regulations handbook and proposed fees and give consideration only to the consultation responses;*
- *Option Three – Do nothing.*

Reasons for decision:

- *The adoption of the market regulation handbook is vital to the ongoing running of our markets. It makes clear the requirements of SHDC and traders and sets out how to keep traders and the public safe whilst at our markets;*
- *The current fees do not take into account the changes that have been required since the re-opening of markets in June and July 2020. For that reason, as well as to support traders and the markets through the pandemic, there have been no fees in place since the re-opening last year. The proposed fees have been formulated with the current market provisions considered;*
- *The current fee structure is set in such a way that it looks to recover the costs for running the markets, though some areas are not fully recharged to traders, e.g. the road closure, which seeks a payment towards the overall cost. The fees are set that they could potentially reduce if more traders stand at a market, which would reduce the cost to the trader;*
- *As detailed in the handbook, the new proposed charges aim to provide a simple model that aims to achieve cost recovery fairly across all markets in the district. All markets will benefit from the new proposals set out in the handbook;*
- *By growing on what is currently in place and adding in a Markets Manager post, the strategic direction and growth of markets can be realised;*
- *The potential of pop-up stalls, would be unlocked. These stalls can be utilised to attract and support micro businesses, young traders, crafters and traders that want to try our markets before committing longer term;*
- *The Cabinet report of 16 June 2020 recommended the suspension of market stall erection and dismantling by SHDC staff. Following the implementation of this for the last 16 months, and the recent consultation which requested feedback on this practice, removal of this provision on a permanent basis needs to be formalised;*
- *A permanent road closure for the market in Long Sutton is sought with Lincolnshire County Council, in order to enable traders to stand, with a safe distance kept for customers of both the market and local businesses; and*
- *That additional elements to be considered for our markets, as raised by a number of respondents to the consultation, can be reviewed and addressed where appropriate and deliverable).*