

REPORT TO EVENTS AND TOWN CENTRE MANAGEMENT COMMITTEE MARKETS STRATEGY

Report Reference E-21-19
Meeting Date 24th January 2022
Agenda Item 7
Prepared by Town Clerk



1.0 BACKGROUND

In 2017 the Town Council commissioned NABMA Market Place to undertake some consultancy work and advise on the management of the council's markets, particularly in regard to the options for redeveloping the market hall. An output of this report was the decision that the council prepare a Market Strategy to set out how it intends to manage its market function. A draft strategy was prepared in early 2021 and was circulated to all members in February 2021 for informal comment following which it was updated. The presentation of the strategy to committee was deferred in recognition of the coronavirus pandemic. It is now presented for consideration.

The Markets Strategy covers both the markets under the jurisdiction of the Assets and Operations Committee (Market Hall, Outdoor Market, Market Licensing) and under this committee (Christmas Market and Artisan Market). The Assets and Operations Committee resolved to adopt the strategy at its January meeting subject to the Town Clerk finalising the document with the chairmen of the two committees should this committee propose any amendments.

2.0 OVERVIEW OF STRATEGY

Whilst the strategy covers the market licencing and event markets (the Christmas Market and the Makers Market) its focus is on the market hall and outdoor market. The strategy outlines the council's commitment to continuing a monthly Artisan Market and annual Christmas Market.

For the Christmas Market the strategy outlines that the council will continue to review feedback for the event and make minor adjustments but that the council recognises that it is at its peak and does not seek to grow it further. or the Artisan Market it likewise outlines that the council will continue to review feedback to make adjustments and that the market is at its peak and need not grow further. In addition the strategy outlines that the committee will review the operational model of the market.

The strategy contains an action plan which focuses on the non-business-as-usual aspects of the strategy. It should be noted that the council's existing policies and practices apply, for example a change to the delivery model of the Makers Market to deliver in house would be subject to a business case and the trial of the new outdoor market subject to a financial risk assessment approved by this committee and reviewed by the Finance Committee in due course.

3.0 DECISION REQUIRED

The committee should review the draft Markets Strategy and consider it for approval subject to any amendments which may be proposed at the meeting. Should any changes be proposed to the document, it is recommended that the committee authorises the Town Clerk to finalise the document in consultation with the chairmen of the Assets and Events committees.