

DOWNHAM MARKET TOWN COUNCIL MARKETS STRATEGY GROUP
NOTES OF MEETING HELD WEDNESDAY 21 OCTOBER 2020 AT 9:30AM

Due to the Covid-19 Coronavirus Pandemic this meeting was held remotely by way of zoom videotelephony system.

‘To research, develop and promote the Markets being mindful of their historic evolution’

	Present: Cllrs Woodmin, Lightfoot, Westrop, Sharman, Pickering, Town Clerk E Oliver	
1	<u>To receive Members apologies</u> Cllrs Hayes – work commitments Cllr Bully – personal/family Cllr Groom – personal/family	
2	<u>To receive any declarations of Interest</u> There were no declarations	
6	<u>Propose adoption of Cllr Hendry onto the group</u> Cllr Woodmin proposed Cllr Hendry onto the strategy group and was seconded by Cllr Westrop. Fully agreed It was understood that committees and strategy groups will be discussed at full council.	
4	<u>Agree the notes of the Market Strategy Meetings</u> The notes for the meeting of 12 October 2020 were agreed as a correct record of the meeting Proposed : Cllr Woodmin Seconded: Cllr Westrop All agreed	
5	<u>To discuss any other issues that have arisen since the last meeting.</u> Cllr Westrop reported that there is a proposal being put forward at the BC for BCKLWN to take over the operation and running of the market. Cllr Pickering raised concern that a local Borough Councillor has spoken about DMTC resignations and attacked our council and Clerk openly in public at a local Parish Council meeting. We will wait for the minutes before we take any action. Cllr Woodmin felt that the attacks are escalating and when individuals are being targeted it is damaging and is not sure where to go with this. Cllr Sharman reported that he doesn't read these things on FB, but he was reminded that it was going on beyond that. Cllr Sharman said he was frightened and doesn't understand the situation and can't protect the Clerk if it is coming from several sources. Cllr Hendry felt that the letter from Hawkins Ryan should be sent out, to all Councillors, warning the council of the serious situation they are in if they do not stop the abuse as they are legally obliged to protect the staff. Cllr Westrop felt that it is not only about the market, but they are attempting to undermine the Clerk and get into DMTC that way Complaints have now gone into the Monitoring Officer. It was reported the planters, provided free of charge, have arrived, and will be put where the barriers and cones were used.	

	<p>Trading under the new licences will start on 13/11/20, this will include old and new. We will accept new ad hoc traders until then.</p> <p>The Clerk has offered to have 1-1 meetings with individual traders and has sent invitations out.</p> <p>The licences are coming back including the pet food stall which has also duly signed.</p> <p>Cllr Sharman was concerned that an individual trader could come back and lead the traders.</p> <p>The committee very much felt that they want to keep in touch with all their traders.</p> <p>It was agreed to post some positive comments on Facebook over the next few days, advertising stalls that are attending the market the following weekend</p>	
7	<p>Discuss and agree new market strategy document</p> <p>The market strategy document had been distributed to all councillors and on a proposal by Cllr Lightfoot seconded by Cllr Pickering it was fully agreed to take to Full Council for adoption.</p> <p>This will be sent out to all Cllrs in advance of full council and posted on FB.</p> <p>A creation of an advertising strategy and a marketing budget of £2,500 was proposed by Cllr Westrop and seconded by Cllr Hendry Agreed unanimously</p>	
8	<p>To agree any future actions</p> <p>It was felt that promotion of the market could include a video with sound bites Also look at advertising.</p>	
8	<p>To agree date of next meeting</p> <p>Marketing and future ideas pre-Christmas to be discussed at the next meeting on Monday 26/10/20 at 9.30</p>	