

**DOWNHAM MARKET TOWN COUNCIL MARKETS STRATEGY GROUP**  
**NOTES OF MEETING HELD MONDAY 18<sup>th</sup> NOVEMBER 2019 AT 3:00PM**

Those in attendance at the meeting were notified of the emergency evacuation procedure from the Town Council Offices  
 Members were reminded that they should have their mobile telephones turned off or switched onto silent mode.

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

	<p>Present:          Cllrs’ Daymond, Doyle, Horne, Lightfoot, Mckee and Woodmin          Town Clerk E Oliver          Deputy Clerk R Davidson</p>	
1	<p><b><u>To receive Members’ apologies</u></b>          Apologies – Deputy Mayor Cllr Groom, Cllr Sharman          Cllrs’ Bulley, Soehnle and Westrop did not attend the meeting</p>	<p><b><u>Action</u></b></p>
2	<p><b><u>To receive any declarations of Interest</u></b>          There were no such declarations</p>	
3	<p><b><u>To agree the notes of Monday 21<sup>st</sup> October 2019 Strategy Group meeting</u></b>          The notes were accepted as a true and accurate record.</p>	
4	<p><b><u>To discuss the Strategy Group’s previously identified future priorities, and any further priorities</u></b></p> <ul style="list-style-type: none"> <li>• <b>Keeping existing traders</b></li> </ul> <p>Cllr Doyle underlined the importance of keeping current traders happy, stressing that many other markets are offering substantial incentives including rent free periods to attract traders. He was concerned that in the current retail conditions together with uncertainty and rumour could result in traders leaving our markets.</p> <p>There was an opinion that a traders meeting should be organised as soon as possible to quell rumours that are already circulating.</p> <p>A counter view was the Markets Strategy Group need to work out their strategy and until the group has formulated some ideas you cannot consult without a strategy.</p> <p>It was agreed the strategy group is ‘here to listen’ and members decided they did want a meeting arranged.</p> <p>Cllr Lightfoot asked about the Charter and the requirement to only licence one stall per commodity. The group discussed whether it remained appropriate that only one trader is licensed in respect of products. Some councillors believed this was essential to the vitality of the market with others believing it stifled competition. It was explained that despite trading enquiries continuing to be received in the office, that very few met the criteria of being able to trade, due to the current restriction.</p>	<p>Deputy Clerk to arrange Traders Meeting</p> <p>Research the Charter and Regeneration.          Consult with Cllr Groom</p>

	<ul style="list-style-type: none"> <li>• <b>Expanding markets and investigate moving into High Street South</b></li> </ul> <p>Cllr Horne believed the first two priorities were intrinsically linked and that consultation with traders was vital.</p> <p>The group identified that with the advent of parking charges, the town potentially lost a car park on its busiest two days but reconciled this with the needs of the community to enjoy a flourishing, successful market.</p> <p>Caution was raised that traders were likely to be strongly opposed to moving the market and historic references were referred to.</p> <p>The Deputy Clerk advised the group were meant to be researching/investigating ideas through 'blue skies' thinking but was concerned that generated ideas were being treated as assumed outcomes without thorough investigation.</p> <p>Members discussed if the Market in its current format could be accommodated on the Town Square. Members noted the thoroughfare that is required to be kept clear.</p> <p>Cllr Lightfoot thought it may be possible to expand the market into the Town Hall.</p> <ul style="list-style-type: none"> <li>• <b>Adopting Shop Apps</b></li> </ul> <p>This was not considered to be a current priority.</p> <p>5. <b>To receive update on Saturday 23<sup>rd</sup> November Town Square Trading Event</b></p> <p>The Deputy Clerk advised a total of 7 traders had registered interest.</p> <p>6 <b>To discuss replacement of stall frames</b></p> <p>The Deputy Clerk advised that although the group mainly deal with strategy, there were also operational decisions that require to be made. He advised that the Council owned market stalls are rapidly deteriorating with age and queried if the group wished to consider replacing them.</p> <p>7 <b>To review Casual Market Charges</b></p> <p>It was explained that at the last meeting of the Markets Sub Committee held on 23<sup>rd</sup> July 2019 'The existing pricing structure was to remain for the foreseeable future but to be kept under review'.</p> <p>Originally casual trader prices were higher than those of regular traders who receive a discount to reward their loyalty, but in a bid to entice fresh interest members were advised that a situation now existed where due to the subsidies in place there was no financial incentive for casual traders to become regular traders.</p>	<p>Cllrs Lightfoot, Mckee and Woodmin to investigate the size of stalls and how many could be accommodated on Town Square</p> <p>Cllr Lightfoot to research replacement stalls</p>
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	<b>Meeting closed: 4:20pm</b>	
	<b>SIGNED</b>	<b>DATE</b>