

**WETHERBY TOWN COUNCIL
MINUTES OF THE
MARKETS COMMITTEE MEETING**

Date: Thursday 18th July 2024

Time: 3:00 PM

Location: Micklethwaite Room, Wetherby Town Hall, Market Place, Wetherby, LS22 6NE

Present

Chairman : P Bradley

Councillors : D Buckle, J Lavocah, A Riddell

In attendance

Officers : H Briden - Communications and Events Officer, R Fitzpatrick - Assistant Clerk, I Taylor - Clerk

1 Apologies.

It was **RESOLVED** that apologies be received, and reasons for absence accepted, from Councillor Moss.

Local Government Act 1972, s 85 (3)

2 Declarations of interest.

None received.

Localism Act 2011, s 31

Members' Code of Conduct, para. 13-18, 19-20

3 Public participation.

None.

Public bodies (Admission to Meetings) Act 1960, s 1 (3)

4 Minutes.

It was **RESOLVED** that the minutes of the Markets Committee meeting, held on *Monday 24th June 2024*, be accepted.

Local Government Act 1972, Sch 12, para. 41(1)

5 Matters arising from the last meeting.

6.1 International Market.

It was **NOTED** that a representative of a continental market supplier will be visiting Wetherby on *Thursday 1st August 2024* in order to draw up a provisional market plan.

The International market supplier has been informed of the committee's preferred site plan and promotional details have been requested however no further correspondence has been received. It was **NOTED** that the deadline for promotional details to link advertisement of the market with the Wetherby Arts Festival has passed.

6.2 Electric bus launch.

Due to a delay in the delivery of the new electric buses, the promotional launch at Wetherby Market has been postponed. A September launch date is now expected.

6 Summer market activities.

6.1 6 Weeks of Summer market event.

A student of Boston Spa Academy on a work experience placement at Wetherby Town Council reported on activities planned to be held as part of the 2024 6 Weeks of Summer market event. Activities include a different craft stall each week, taste testing of products from trader stalls, and a scavenger hunt. Where possible, products for market activities have been sourced from market traders.

Following a proposal by Councillor Brandley, seconded by Councillor Riddle, it was **AGREED** that Market traders who are aiding in the market activities will receive a week free of toll charge.

6.2 Water safety.

It was **NOTED** that the Wetherby Fire Brigade will be attending the market on *Thursday 15th August 2024* to promote water safety as part of the 6 Weeks of Summer market event.

7 Request for market space.

Wetherby Business Association (WBA) has enquired about hiring a stall on the market every week to offer to local businesses. This idea for a joint initiative was well received by the committee but noted that each business would be required to provide public liability and insurance at least one week prior to trading on the market.

The Markets Committee welcomed the initial approach from the WBA, and following a proposal from Councillor Bradley, seconded by Councillor Lavocah, it was **AGREED** to delegate authority to the Town Clerk to enter into further discussions on the details of the proposed scheme and offer the community/charity rate of £15 at their discretion.

8 Survey.

Following a discussion, the committee identified 3 areas of improvement to act on:

- **Diversifying the markets audience and increasing footfall.**

It was **NOTED** that the markets current demographic fall into the 65+ age bracket and are primarily local to the area. The committee identified parents with young children as a demographic where there are opportunities to increase footfall.

The committee discussed diversifying the markets audience by introducing child friendly stalls and activities, such as a story time activity. It was **NOTED** that this could open opportunities to work with other organisations and local businesses.

- **Increasing diversity of traders and products available on the market.**

The survey highlighted that many respondents would like to see a wider range of products and traders available on the market. It was **NOTED** that advertisements calling for new traders at the market have already been sent out in the form of fliers and through word-of-mouth.

The committee also considered lower stall toll charges to attract new traders. This could be implemented by removing pre-erected stalls and passing the costs saved onto traders or through a refer-a-friend scheme.

It was **AGREED** that further research into the toll structure, including the use of direct debits, of other markets is needed to progress with this item.

- **Increasing the visibility of market offerings outside of weekday market times.**

Many respondents of the survey expressed a desire for more easily accessible markets outside of average workweek hours. It was **NOTED** that the Wetherby already provides both indoor and outdoor market offerings on weekends through external market suppliers.

In order to support the weekend markets in Wetherby, the committee considered exploring options for promotion including taking out a "Wetherby Market Offerings" advertisement in a local newsletter such as "On Your Doorstep" and highlighting a trader profile on social media each week.

Councillor Buckle left the meeting at 4:08pm.

Local Government Act 2003, Section 116

9 Wetherby market improvements.

As proposed by Councillor Riddell, seconded by Councillor Bradley, the following actions were **AGREED**:

- To approach Wetherby Town Council's Artisan Market suppliers to explore the option of supporting them through advertising in the "On your doorstep" newsletter for a period of 3 months or 6 months if monetary contribution is made.
- To research the impact of removing stall erection among traders.
- Explore options for child and family friendly activities, including potential partnerships with local businesses.
- Clerk to produce a summary and action report on the results of the survey in consultation with Councillor Riddell.

Councillor Lavocah left the meeting at 4:50pm.

Due to the lack of committee members, the meeting was no longer quorate. Remaining committee members continued discussions on items 9-10 for recommendation at the next committee meeting.

10 Items for information.

11 Date of next Markets Committee meeting.

To confirm the date of the next meeting of the Markets Committee as taking place on *Thursday 15th August 2024* at 3:00pm in the Wetherby Town Hall.

The meeting closed at 4:58pm.

These minutes were recorded and prepared by Rowann Fitzpatrick, Assistant Clerk.