



WETHERBY TOWN COUNCIL MARKETS COMMITTEE MEETING MINUTES

Date: Thursday 18th April 2024
Time: 3:00pm
Location: Micklethwaite Room, Wetherby Town Hall, Market Place, Wetherby, LS22 6NE

Present: Councillor Billie Ager-Mills
Councillor Paul Bradley (Chair)
Councillor Dean Buckle
Councillor Galan Moss
Councillor Alex Riddell

In attendance: Iona Taylor, Town Clerk
Rowann Fitzpatrick, Assistant Clerk
Helena Briden, Communications & Events Officer

MINUTES

1. **Apologies** – None.
2. **Declarations of interest and request for dispensations** – None.
3. **Questions or comments from members of the public** – None.
4. **Minutes of the last meeting.**
It was **RESOLVED** that the minutes of the last meeting of the Markets Committee, held on *Thursday 21st March 2024*, be approved.
5. **Matters arising from the minutes.**
 - 5.1 **Communication with traders.**
It was **NOTED** that there were no new updates to be received.
 - 5.2 **Parking on market days.**
There was no new information to be reported however there was an anecdotal report that the bollards near Cross Street have been damaged by vehicles attempting to reach blue badge parking bays. Vehicles parking and obstructing the junction of the Shambles and Cross Street also appears to be a regular occurrence.

Clerk to chase up LCC for an update on the additional blue badge parking bays on market days.
 - 5.3 **Wetherby Easter Market.**
The Assistant Clerk gave a verbal update on the Easter themed activities which were run on *Thursday 4th* and *Thursday 11th April 2024* as part of the Market. Positive feedback was received throughout the period, with participants active throughout both days of activities.

Participants were counted by the number of activity sheets that were used however it was noted that the number may be inaccurate as many younger participants worked together on a single activity sheet rather than individual sheets.

A suggestion was made that a formal system to record and measure the success of the activity could be utilised, however, it was **AGREED** that this was not required for smaller activities with low costs to run such as the Easter activities.

6. Survey.

It was **NOTED** that the survey period for the public consultation of the markets ended on *Thursday 28th March 2024*.

Councillor Bradley reported feedback has been received from 19 regular market traders however they aim to speak to a couple more in the near future. It was **AGREED** that Councillor Buckle and Councillor Riddell would begin work on collating and capturing anecdotal data from trader responses, with Councillor Riddell beginning to draft a report in time for the following committee meeting on *Thursday 16th May 2024*.

Currently two conflicting sentiments appear to be emerging: The feedback from some local businesses indicates that they feel the market competes with their business, while public feedback expresses that more frequent and diverse markets is wanted, particularly at times outside of regular working hours.

The committee expressed that their aim is to improve the market for all members of the community and could not prioritise businesses over other members of the community. However, it was suggested that members of local businesses could be invited to trade at the market if specific goods are requested. This would give businesses first refusal and help them shape the market scene.

The committee also discussed potential dates for additional markets. It was suggested that as many businesses are closed on a Sunday, a Sunday market may be better accepted especially as it is outside regular work hours and will increase footfall and diversify visitors to Wetherby.

Councillor Ager-Mills also reminded the committee that as per the market charter, an additional market can be held for 3 days over St James Day. This would take place on *Thursday 25th July 2024*.

7. International Market.

7.1 **To receive and consider a request for a 4-day international market.**

A request from an independent market operator was received requesting permission to hold an international market around the Town Hall and down the layby down towards Bridgefoot Garden.

It was **RESOLVED** that as the committee have a duty to diversify the market, to suggest *Friday 4th, Saturday 5th, and Sunday 6th October 2024* as potential dates for the International Market. This will allow the market to integrate as part of Wetherby Festival and increase footfall in the town during this period. It was suggested that the committee could work with the organisers of the Wetherby Festival to tie the promotion of the international market into the Wetherby Festival.

7.2 **To receive a verbal update on the site meeting which took place on Tuesday 26th March 2024.**

Following a sit visit on *Tuesday 26th March 2024*, it was **NOTED** that the market operator for the proposed international market is working on drafting up a market plan. Once the plan has been received and a date confirmed, a letter of notification will be sent out to local businesses.

Councillor Ager-Mills agreed to aid in composing and disseminating the notification to local businesses.

It was **AGREED** that due to the lead time required, an extraordinary Markets Committee may need to be facilitated for the purposes of discussing the international market plan.

8. NABMA Diagnostic Tool.

It was **NOTED** that edits had been made to the NABMA Diagnostic Tool working document by the Assistant Clerk. Councillors were reminded that the document is a collaborative work which needs responses from all councillors.

9. **Items for information** – None.

10. **Next meeting.**

The date of the next meeting of the Markets Committee was confirmed as being on *Thursday 16th May 2024* at 3pm in Wetherby Town Hall.

It was **NOTED** that an additional extraordinary meeting may be facilitated prior to this. Date to be confirmed.

The meeting closed at 3.37pm.

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

Assistant Clerk

Subject: FW: Electric bus launch

Sent: Thursday, May 2, 2024 1:24 PM

Subject: RE: Electric bus launch

Hi

Thank you for your prompt reply. We might want to look at coming along on Thursday 27 June (date TBC) if you will allow us.

The vehicle is roughly 12 metres long and 2.5 metres wide, it's a single decker bus.

Hopefully we can do something together here, it would be great to come along on your market day – we will be doing some competitions and will have coverage on Your Harrogate radio so hopefully can bring some extra people to your market day too!

Commercial Manager
Transdev Blazefield Ltd

t: [REDACTED]

Sent: Thursday, May 2, 2024 1:03 PM

Subject: RE: Electric bus launch

Good afternoon

We are only in control of the Market Place on a Thursday until 6 pm and on every second Sunday (except November when it is the second and third Sunday). If you interested in either of those days, I would forward your enquiry to our Market Committee for their consideration. Please confirm the dimensions of the vehicle. A market toll may apply.

On all other days, you would need to seek the permission of Leeds City Council
Highways: <https://www.leeds.gov.uk/parking-roads-and-travel>

Regards

Sent: Thursday, May 2, 2024 12:27 PM

Subject: Electric bus launch

Good afternoon,

We are soon to be launching our new electric buses for our route 7 between Wetherby and Harrogate/Leeds and we would love the opportunity to display one of the buses on Wetherby Market Place for the community to come and look.

Would you please be able to confirm how we would get permission to do this?

Thanks



Commercial Manager
Transdev Blazefield Ltd

t: [REDACTED]

Detailed Income & Expenditure by Budget Heading 31/03/2024

Month No: 12

Markets - 23/24 Financial Outturn

	Actual Last Year	Actual Year To Date	Current Annual	Variance Annual	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<u>111 Markets</u>								
1000 Income - Market Thu Tolls	18,218	22,442	18,984	(3,458)			118.2%	
1013 Income - Artisan Market	1,566	2,555	2,256	(299)			113.3%	
Markets :- Income	19,784	24,997	21,240	(3,757)			117.7%	0
4102 Stationery	0	12	260	248		248	4.8%	
4200 Subscriptions & Memberships	384	384	399	15		15	96.2%	
4206 Advertising	750	143	476	333		333	30.0%	
4212 Card Payment Charges	57	351	50	(301)		(301)	701.6%	
4307 Rates	3,823	2,420	3,537	1,117		1,117	68.4%	
5700 Stall Erection	21,393	16,800	21,185	4,385		4,385	79.3%	
5702 Trailer Costs	52	0	150	150		150	0.0%	
5704 Stall Maintenance	0	30	250	220		220	12.0%	
5705 Artisan Market License	190	1,320	1,320	0		0	100.0%	
8888 Miscellaneous Costs	1,489	27	50	23		23	55.0%	
Markets :- Indirect Expenditure	28,138	21,488	27,677	6,189	0	6,189	77.6%	0
Net Income over Expenditure	(8,354)	3,509	(6,437)	(9,946)				
Grand Totals:- Income	19,784	24,997	21,240	(3,757)			117.7%	
Expenditure	28,138	21,488	27,677	6,189	0	6,189	77.6%	
Net Income over Expenditure	(8,354)	3,509	(6,437)	(9,946)				
Movement to/(from) Gen Reserve	(8,354)	3,509						

NABMA

the voice of markets



MAKING THE
CASE FOR
MARKETS 2024

April 2024

INTRODUCTION

NABMA has always taken an active role on seeking to influence government policy relating to Markets. Currently we seek to engage with government through the All Party Parliamentary Markets Group and the Retail Markets Forum. In the last twenty five years NABMA has secured some important concessions for Markets. These include:

- 1) Protecting market rights in the face of proposed government legislation and European legislation aimed their removal.
- 2) Securing Transitional Business Rates Relief for Market Traders.
- 3) Protecting traditional Markets from the impact of VAT.
- 4) Securing the early opening of Markets following the Covid pandemic
- 5) Embedding the importance of Markets in planning and policy guidance.
- 6) Ensuring that the case for Markets is heard in Parliament as evidenced in the last twelve months when the argument for changing the legislation on Business Rates and reviewing government support for Markets has been strongly made.

As we approach a General Election it is important that we continue to make the case for Markets. This policy document sets out NABMA's position on the importance of Markets and the issues we would like to see addressed by the new government. We hope that you will share this policy document with your local politicians and get from them a commitment to support Markets going forward.

MARKETS GENERALLY

There are currently around 1150 regular Markets in the UK. The majority, some 82%, are managed or operated by local authorities. Markets operate under different legislation with the situation in London significantly different to the rest of the UK. Most local authority London Markets operate under Street Trading Legislation. Under such legislation there is a restriction on making a surplus and no Business Rates are applied. In the rest of the UK Markets are operated under a miscellany of powers including Royal Charters, Custom and Practice, Local Legislation and General Legislation particularly Part III of the Food Act 1984. These Markets can make a surplus and generally are liable for Business Rates.

There are currently some very successful Markets and they are an important part of the fabric of the towns and small cities where they are located. At the same time there are many more Markets facing serious challenges to their future.

This is highlighted by the reduced number of market traders and the fact that, based on NABMA's National Retail Markets Survey in 2022, less than half of the Markets outside London recorded a surplus in the previous financial year.

<https://nabma.com/markets-in-the-uk-national-survey-reveals-major-challenges-for-the-markets-sector/>

Markets are a discretionary service and faced with the current challenges there are serious questions about the continuance of many Markets in the next five/ten years.



THE VALUE OF MARKETS

NABMA sponsored research from the Institute of Place Management and Manchester Metropolitan University which was first published in 2015 (Markets Matter - Reviewing the evidence and detecting the market effect).

<https://www.highstreetstaskforce.org.uk/resources/details/?id=d174affb-58bf-4043-beee-03a9e676260b>

The conclusions of that research are:

"... the literature review conducted as part of this report provides convincing evidence that Markets matter, economically, socially and politically ..."

Allowing Markets to decline is never a smart move for a town centre as Markets act as a virtual barometer for the vitality and viability of a location.

Markets are also a useful proxy of the state of the relationship between town centre stakeholders ... Our research also presents the strongest evidence to date of the market effect. The operation of a Market significantly increases footfall on each of the homogeneous shopping days by between 15% to 27%, compared to footfall in locations which do not have Markets" Professor Alan Hallsworth, Professor Cathy Parker, Nikos Ntounis and Simon Quinn.

Markets are responding to the challenges of less retail activity by becoming an important community asset. NABMA recently published a document Markets and Community which provided numerous examples of how Markets are providing an important community service. <https://nabma.com/Markets-and-Community/>

The importance of community value is also highlighted by further research undertaken by Markets 4 People sponsored by the University of Leeds and published in 2021 (Understanding Community Value). <https://trmcommunityvalue.leeds.ac.uk/>

This research highlighted that *"traditional Markets have played a significant role in the UK towns and cities for centuries but their central community role is being threatened by radical changes in retail trends and public sector cuts"*. The research provided case studies to illustrate where Markets are currently playing a significant community role.



MARKETS NEED SUPPORT

Markets are a local authority discretionary service and in the current climate many Markets need encouragement and support to survive. There is a need in each local authority for a Markets Champion. So often in the current local government structures Markets are included within mixed portfolios of services without any distinct voice supporting them.

Markets should be championed by a senior member of a local authority.

NABMA has published guidance to elected members on how they can support Markets in their area and what they should be doing to help Markets survive and prosper <https://nabma.com/Elected-Member-Guide-to-Markets/>

Local authorities also need to take Markets seriously. All too often they are given a low priority in terms of resourcing. They need to be professionally resourced and there should be a plan/strategy for the delivery of an effective markets service.

It was so disappointing during the recent Covid pandemic that High Street businesses were given substantial Business Rates relief but local authority market operators outside London, because of the requirements of local government finance legislation, received none.

Business rates are a heavy burden for local authority Markets.

The annual bill for Business Rates is around £23m. Providing relief from Business Rates would give many Markets a much better chance of survival. The argument for Business Rates relief is much stronger now that Markets undertake such an important community role.

NABMA, supported by the Local Government Association, sought an amendment earlier this year to the Non Domestic Rates Bill enabling local authorities the power to grant Business Rates relief to its own properties but the amendment was defeated in the House of Lords. The government has already made one exception to Business Rates liability by exempting Public Conveniences.

NABMA would encourage the government to look at the position of local authority Markets.

Markets are a great place to start a business

There are some wonderful examples of new traders making a success of a new start, but we need government support to help encourage and support more traders. In the last twenty years the markets industry has lost approaching twenty thousand market traders. The age profile of most current market traders is between 50-70 which means that unless we recruit substantially more in the next few years more Markets are going to close. We need help to bring market trading to a new audience to build on the campaigns that the markets industry currently promotes such as NABMA's Love Your Local Market <https://loveyourlocalmarket.nabma.com/> and the National Market Traders Federation Young Trader Market Campaign <https://www.nmtf.co.uk/campaigns/ytm24/>

The current Mayor of London in his first term of office created a London Markets Board and this provided a strategic focus for the markets agenda. <https://www.london.gov.uk/programmes-strategies/shaping-local-spaces/london-markets> The Board has continued during the Mayor's second term of office and has undertaken several successful projects with market traders and operators to raise the profile of London's Markets.

We would encourage the government to look at the example set in London and encourage Regional Mayors and Authorities to set up other Markets Boards.



Such action would demonstrate the importance of Markets and also allow Markets to learn from a more strategic approach.

In recent years the markets industry has received many platitudes regarding its role and importance to the High Street but these platitudes have rarely been supported by positive action.

The appointment of a High Street Minister with specific responsibility for Markets would give visible recognition of the importance of Markets.

The current High Street Task Force has been a considerable disappointment to NABMA. While we have been represented on the Leaders Group of the Task Force there seems to be a lack of connectivity between the Task Force itself and the Leaders Group. If the new government is to support the continuance of the High Street Task Force consideration needs to be given to its terms of reference and how it can engage successfully with the national organisations representing the High Street.



PROTECTING MARKETS AND COMMUNITIES

In 1990, in a case involving Newcastle City Council, a car boot sale was officially designated as a Market. This ruling is important because it brings car boot sales potentially within various legal requirements relating to Markets.

Originally car boot sales were created to raise money for good causes but they quickly became commercialised and now there are hundreds of car boot sales held throughout the country particularly at weekends. Most big car boot sales are held out of town on green field sites or locations such as racecourses or disused airfields.

The extent to which these car boot sales are undermining traditional town centre Markets has never been quantified, but there is no doubt that the size and number of car boot sales have a detrimental impact on traditional Markets.

Further, there is concern that some of these car boot sales are undermining the reputation of traditional Markets because they are used to dispose of counterfeit and stolen goods. There is considerable evidence of police and trading standards action at car boot sales around the country.

Because a car boot sale is a Market it can currently only operate for 14 days in a year without formal planning approval. The government is currently consulting on increasing this number of days to 28. NABMA has expressed concern at the proposal arguing that this extension will remove one of the controls on car boot sales.

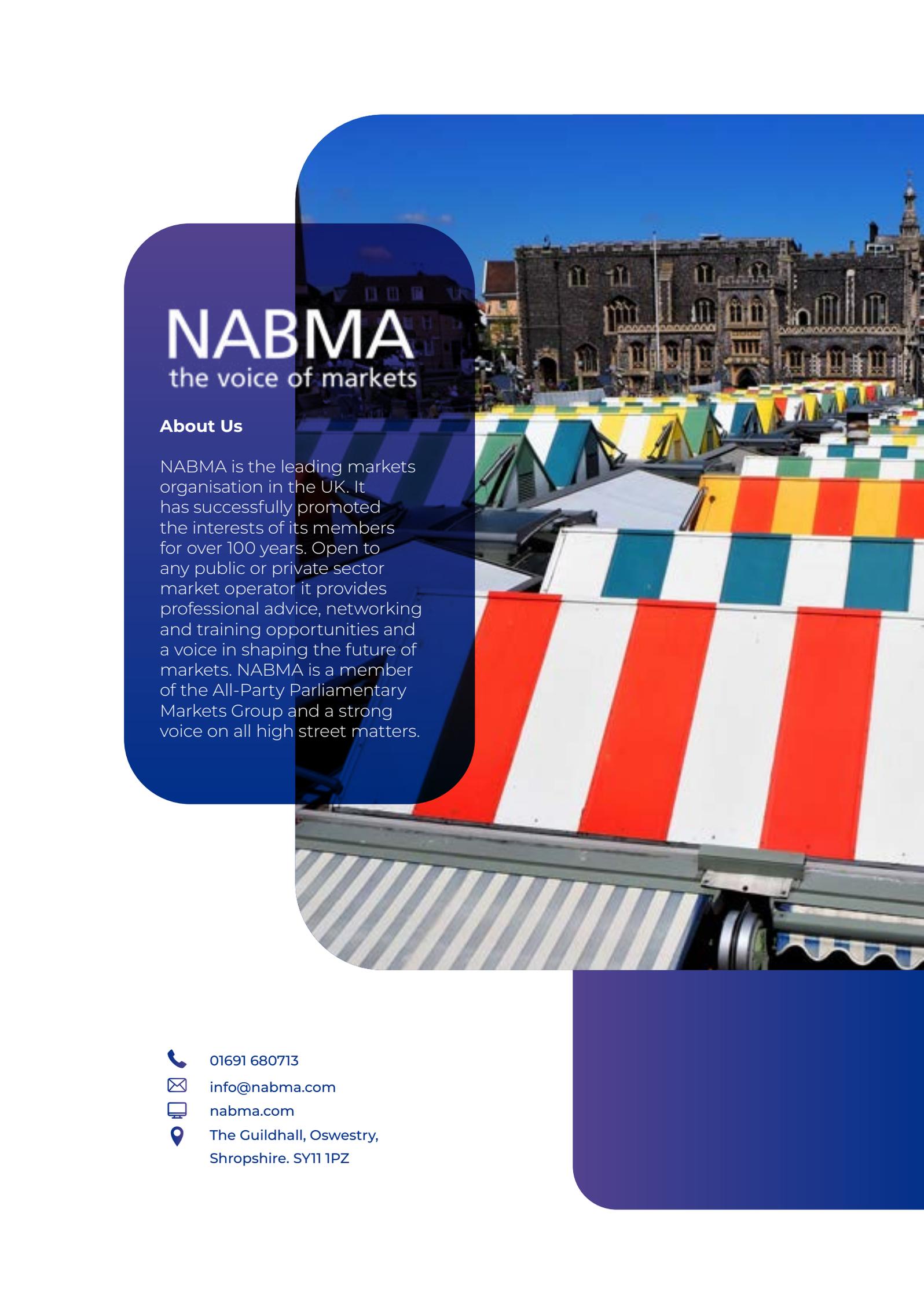
Local authority market operators, in receipt of market powers, can establish a licensing regime in respect of all market events held within 6 and 2/3 miles of their own Market. The 6 and 2/3 miles rule goes back to the middle ages but is still good law today. NABMA encourages all local authorities to establish a market licensing system so that it can monitor all market events within its area of influence and, at the same time, impose conditions regarding the way the market event is held. There is evidence that applying such licensing arrangements help to control car boot sales and the standards under which they operate.



There is also a general power, included with Section 37 of the Local Government (Miscellaneous Provisions) Act 1982, relating to Temporary Markets requiring the organiser to give notice to the local authority that an event is to be held. Using such powers enables the local authority to ensure that a car boot sale is monitored and licensing action is taken as appropriate.

Sadly, many local authorities do not have the resources to implement an effective licensing system and particularly any enforcement action that might be necessary resulting from failure to engage with a licensing process.

It would be of great help if the government is able to highlight the importance of licensing arrangements to control car boot sales and ensure that they operate in legitimate way.



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About Us

NABMA is the leading markets organisation in the UK. It has successfully promoted the interests of its members for over 100 years. Open to any public or private sector market operator it provides professional advice, networking and training opportunities and a voice in shaping the future of markets. NABMA is a member of the All-Party Parliamentary Markets Group and a strong voice on all high street matters.



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