

LEDBURY TOWN COUNCIL

Charter Market Working Party Monday 5th October, 2015 at 7.00pm At the Town Council Offices

REPORT

Present: Cllrs, Eager, Harvey, Manns, Morris.

1. Apologies: Cllrs Barnes, Crowe, Fieldhouse, Griff Holliday - Ledbury Food Group

2. To approve the accuracy of the report from the meeting held on 7th September, 2015
Cllr Harvey thanked Cllr Elaine Fieldhouse for note taking.

Amendment: Cllr A Manns to be added to apologies.

- Economic Development & Planning Committee asked that the request to meet with Herefordshire Council should be reworded.

Recommendation to Economic Development & Planning Committee:

To seek a meeting with Herefordshire Highways to discuss options for improvements to the Public Realm in the High Street.

- Feedback from ED&P recommendation to buy temporary road signs was rejected until a minimum of 12 stall holders trading at the Tuesday market.

3. To discuss the management of Tuesday Market

a. Marketing and promotion: a wider promotional activity is currently being organised in line with the Town Plan and in conjunction with Eastnor Castle, Hellens and Westons Cider to increase the town's profile.

- Plan and timescale for re-launch update is ongoing due to Christine Tustin's involvement with the wider promotional activity as mentioned above.
- Banners & signage update: Cllr Harvey has had no luck with the Dean & Chapters office for permission to hang a banner on the Alms Houses railings.

Action: Cllr Harvey to take pictures with a mock up banner on the Alms Houses railings and Market House staircase to show how it would look for circulation to working party for comment.

- Action from previous meeting to contact sponsors of the roundabout (Hfd & Glos Rds) to ask whether they would be happy to allow signs promoting the markets at these locations: this action shouldn't be progressed until the signs are purchased.

b. **Action: research visits to other Markets by working party members and councillors. Cllr N Morris to circulate information on market dates for Leominster, Stroud, Ludlow and Tewkesbury markets by 16th October.**

Action: Cllr Eager to liaise with Maria Bradman on invitation cards. Cllr Morris to email improvements to Maria Bradman and MB to arrange an email box specifically for markets: markets@ledburytowncouncil.gov.uk by 9th October.

- c. Site units/aesthetics of the market
 - TRO action is **ongoing**.
 - Investigate warning signage and Leominster's midnight start to TRO period. - **ongoing**.
 - Create a cordoned area with tensa barriers to demarcate the market area to avoid confusion.

Recommendation to Economic Development & Planning Committee:

To purchase the pack of 4 stowaway posts and 4 landscape sign holders at a cost of £500 plus VAT.

4. Promotion of the Charter Market

- Promotion - low key local in run-up to Christmas - **ongoing see item 3(a)**.
- Research:
 - Action: Information to be included with market dates item 3 (b) 1 and 2. by Cllr Morris and to produce a simple questionnaire.**

5. Discussion with Herefordshire Council - covered at item 2.1 with a recommendation.

6. To discuss Herefordshire WW1 1916 Centenary Commemorations in Ledbury 2016

Action: Allen Conway/Bob Barnes to provide a briefing note on proposals for the market relocation and summary of event plans for the next meeting.

Action: Commemoration committee to be requested to produce flyers for traders to promote relocation ahead of the event by at least 1 month.

7. Charter Market Budget

Promotion for next year to include publicity/advertising, flyers, banners, tensa barriers, sign holders, invitation cards, parish magazines

Estimated cost for investment in the market: £16,150

Publicity	£ 650.00
Tensa barriers	£ 500.00
Tow bar	£ 500.00
Storage	£1,000.00 pa
Trailer	£1,200.00
12 stalls	£6,000.00
Man power	£5,000.00 pa
Stall weights and sack truck	£1,300.00

Note: Income projection to be calculated.

Date of next meeting agreed for 2nd November at 7pm.