



LEDBURY TOWN COUNCIL

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17 August 2024

To: Councillors Hughes, Morris, Furlonger

Dear Member

You are invited to attend a meeting of the **Markets Working Party on Wednesday, 21 August 2024 at 3.00 pm at Ledbury Town Council Offices**, for the purpose of transacting the business below.

Yours faithfully

Angela Price
Town Clerk

FILMING AND RECORDING OF COUNCIL MEETINGS

Members of the public are permitted to film or record meetings to which they are permitted access, in a non-disruptive manner. Whilst those attending meetings are deemed to have consented to the filming, recording, or broadcasting of meetings, those exercising the rights to film, record and broadcast must respect the rights of other people attending under the Data Protection Act 1998.

A G E N D A

- 1. To elect Chairperson for the 2024/25 Municipal year**
- 2. Apologies for absence**
- 3. Declarations of Interests**

To receive any declarations of interest and written requests for dispensations.
(Members are invited to declare disclosable pecuniary interests and other interests in items on the agenda as required by the Ledbury Town Council Code of Conduct for Members and by the Localism Act 2011)

(Note: Members seeking advice on this item are asked to contact the Monitoring officer at least 72 hours prior to the meeting)

4. **To elect non-council members to the Markets Working Party**
5. **To approve and sign the minutes of a meeting of the Markets Working Party held on 28 February 2024** (Pages 73 - 74)
6. **To consider how to deliver Markets Strategy and prepare action plan for improvements** (Pages 75 - 82)
7. **Draft letter & survey to be provided to Ledbury Traders** (Pages 83 - 84)
8. **Parking issues on market days** (Pages 85 - 92)
9. **Gazebo Hire** (Pages 93 – 94)
10. **Date of Next Meeting**

**Distribution: Full agenda reports to all Councillors (10)
Plus, file copy**

LEDBURY TOWN COUNCIL

MINUTES OF A MEETING OF THE MARKETS WORKING PARTY MEETING HELD ON 28 FEBRUARY 2024

PRESENT: Councillors Morris, Hughes and Furlonger

ALSO PRESENT: Angela Price – Town Clerk
Olivia Trueman – Community Development Officer (CDO)

MWP20. **APOLOGIES FOR ABSENCE**

No apologies were received.

MWP21. **DECLARATIONS OF INTEREST**

None received.

MWP22. **TO ELECT NON-COUNCIL MEMBERS**

None received.

MWP23. **TO APPROVE AND SIGN AS A CORRECT RECORD THE MINUTES
OF THE MARKETS WORKING PARTY HELD ON 17 OCTOBER 2023
& 14 FEBRUARY 2024.**

RESOLVED: That the minutes of the meeting of the Markets Working Party held on 17 October 2023 & 14 February 2024 be approved and signed as a correct record.

MWP24. **DRAFT LEDBURY CHARTER MARKET POLICY & STRATEGY**

Members of the Working Party were provided with an updated version of the Markets Policy and Strategy.

It was noted within the draft strategy there were some minor spelling errors that needed to be corrected. It was agreed that these would be sent onto Councillor Mc'All for further amendments.

It was also agreed that on page 80 under the subheading **Stage one – Immediate Approach**, all of the goals had been reached apart from the following: *'LTC will attempt to negotiate the 'freeing up' of unused parking spaces by market traders'*.

Councillor Morris advised Members that many Traders left before 4:00pm on a Saturday and he raised concerns on how the policy could be enforced, especially as some of the regular Traders have been coming to the Charter Market for many years. The CDO suggested changing the market trading hours to 8:00am – 2:00pm, meeting traders

halfway. It was agreed that this would be changed in the policy and sent to Traders at the end of March.

RESOLVED:

1. **That the discussed amendments and suggestions be added to the draft Charter Market Strategy.**
2. **That the Charter Market Policy be sent to all Market Traders as part of the annual contract renewal process.**

MWP25. **FOOD SAFETY AT MARKET**

The Town Clerk informed Members of a recent complaint received by the Office from a resident regarding a regular trader at the market. The complaint was about food hygiene concerns, particularly the absence of a sneeze guard and improper food handling. The Clerk further informed Members that Officers had consulted with the National Association of British Markets and found no violations by the trader. Notably, upon investigation, the trader was found to be adhering to general best practices.

To address such concerns proactively, the Town Clerk presented Members with a draft document containing guidance for traders, including a comprehensive checklist outlining proper food handling procedures. The council unanimously agreed to endorse this document and distribute it to all traders alongside the implementation of a new policy.

RESOLVED: That the Advice to Mobile Caterers and Food Safety Checklist be adopted and sent to Traders, along with the new Policy.

MWP26 **DATE OF NEXT MEETING**

RESOLVED: The next Market Meeting will be agreed after the Annual Council Meeting on Thursday, 9 May 2024.

The meeting ended at 5:58pm

Signed **Dated**

MARKETS WORKING PARTY	21 AUGUST 2024	AGENDA ITEM: 6
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Report prepared by Angela Price – Town Clerk

DELIVERY OF MARKETS STRATEGY AND ACTION PLAN

Purpose of Report

The purpose of this report is to provide Members of the Markets Working Party with a breakdown of what is already being actioned from the attached Market Strategy and a draft action plan in respect of going forward.

Detailed Information

Members will be aware that the attached Market Strategy has been approved by Council and referred back to this working party for consideration as to how this can be implemented and timescales for each stage.

Attached is a draft action plan, based on the Strategy, for consideration and below are points that need to be considered/clarified to enable progression of each stage of the strategy.

STAGE 2

- What amount do Members consider to be a fair “Peppercorn Rent” for stalls in the Market House for the first 6-months – This cannot be progressed until costs agreed, following which the current Terms and Conditions may need to be adapted to take into account the stalls are inside the Market House
- Market Traders vehicles to be booked into the remaining spaces – does this refer to offering unused parking spaces for traders to park their cars? – if this is the case then a formal request for a change in the TRO will be needed to avoid traders being issued traffic enforcement notices.
- “discount to be calculated by profit of Charter Market over past 12- months” – would it not be better to offer a standard percentage discount?
- Some market signs have been created and placed on posts on site, and further notices have been placed on barriers – are members of the Working Party satisfied that these are sufficient, or do they want more, improved signage to be available?

STAGE 3

- Market Traders vehicles to be parked free of charge in St Katherine’s Car Park – LTC do not own/manage the parking in St Katherine’s Car Park and therefore

consideration will need to be given as to how the cost of parking will be offset for traders. Options would include:

- LTC advising HC details of trader's vehicles to be parked in car park on market days so that tickets are not issued, and an invoice provided to LTC from HC for parking charges for those vehicles. Subject to HC being in agreement
 - A reduction in the charge levied by LTC on traders to offset the cost for parking
(Current pitch costs Under the Market House £22.00, High Street £18.50 and £1.50 for electricity?)
- Additional spaces to be sought to allow expansion – HC are unlikely to provide spaces free of charge – therefore would this be something that LTC would seek financial help from Hereford BID for?

STAGE 4 will require considerable discussions with both Herefordshire Council and transport companies.

Recommended

That Members of the Markets Working Party give consideration to the attached Markets Action Plan and provide clarification on the points above along with details of the expectations of Council in respect of timelines for each stage of the Markets Strategy.

LEDBURY MARKET **MARKET STRATEGY**

Introduction

Ledbury Town Council acknowledges the need to develop the Town's Charter Market. The Council recognises that, in its current state, the market fails to attract traders, visitors and residents in numbers that could be considered viable in the long term. This strategy outlines an approach to developing the market offering to deliver a sustainable, workable solution. This document incorporates elements of previous draft policies and strategy papers.

Background

An audit of the market undertaken in (Insert Date) reached the following primary conclusions:

- Visitor numbers were meagre and consisted mainly of a few returning local customers purchasing goods not readily available on the High Street (e.g. Fish and specialist cheeses).
- Customers generally 'shop & go' remain in the Town.
- A substantial majority of customers were Ledbury residents.
- The market was not attracting significant footfall from outside the Town.
- New stallholders often attend only once as they did not make enough revenue to deem their participation worthwhile.
- Ledbury is a market town that has antipathy towards its market. The Town Traders, in particular, view a town market as cannibalising sales.
- Current rules for traders are perceived as restrictive (e.g. Parking), and Ledbury is not a friendly or easy place to trade.

Aim

Our goal is to have a vibrant, well-attended, positively trading, exciting market that attracts customers and market traders.

Objectives

The three key objectives are to:

- Increase footfall from both Ledbury residents & external visitors.
- Create a thriving market that benefits stall holders and encourages them to regularly and consistently take a stall.
- Gain support from and promote participation amongst Ledbury Traders.

Competitor Analysis

The team visited a variety of town markets across the Three Counties. Consideration focused on four primary areas:

- Footfall & attendance.
- Variety of stalls.
- Layout of the market.
- Reasons to visit that defined the market beyond the stalls.
- Stallholder engagement to gauge commercial success.

The busy markets with high footfall and regularly returning stallholders has the common feature that the market is a 'day-out' and the reason for visiting extended beyond habit buying. The more successful markets seemed to have something fresh to offer regular visitors to encourage them to return.

A mix of street entertainment, art, and music were intrinsic elements in the market offerings, creating a market day experience for customers rather than relying solely on trade.

These markets also had a theme in keeping with the town's heritage and values. For example, Stroud market maintains a well-defined arts & crafts focus. Ludlow is known far and wide for the provision of artisan, fine local produce. It was also apparent that stallholders and visitors knew what to expect from the market and each other.

More extensive, spread-out markets employed zoning to aid navigation and enhance the sense of a theme.

It was apparent that the successful markets had developed a 'Day Out' experience that encouraged visitors to remain at the market and in the towns for extended periods. This also boosted higher footfall from external visitors whom the supporting PR effort had attracted.

Ledbury Market Development – Principles of Design

The Ledbury market needs to develop its unique approach and values that support a positive customer, visitor and vendor experience. This strategic approach consists of three focus

areas requiring detailed planning and work to deliver a market experience that all stakeholders will value and exploit.

Firstly, each market would be themed using a mix of options based on the Town's history and heritage to tell the 'Ledbury story'. Several theming opportunities could be developed, including historical characters (storytellers), a history stall, music, art and traditional activities (e.g. stocks).

Secondly, the development of zoned pitch offerings to include food demos, charity stalls, local organisations and large company stalls (e.g. to support recruitment) and make some stall space available for local traders to exhibit outside their shop environments.

The third area of focus is to make the market event attractive to children. If children can be attracted to the Town on market days, it is more likely that parents will remain at the market and in the Town for more extended periods. This also makes the market more attractive to external visitors. A broad mix of children's attractions could include fairground rides, mini cinema, jugglers balloon modelling, storytelling, puppetry, and face painting.

The ambition is to create an experience that is talked about and makes visitors want to come to Ledbury and townspeople wish to visit the market.

STAGED APPROACH

Stage One – Immediate Approach

- The Charter Market will continue in the current position under and to the side of the Market House.
- LCC will attempt to negotiate the "freeing up" of unused parking spaces by market traders.
- Cones and barriers with signage will be implemented and cleared on Tuesdays and Saturdays. Town maintenance operatives or local contractors will schedule this work.
- The Town Clerk will apply current and updated Terms and Conditions and report to the Chair of Finance, Policy and General Purposes.
- Each Charter Market will offer one free charity or town organisation pitch.

Stage Two – Short-Term Approach

- Traders needing to sell from the back of their vehicle (e.g., cheese and fish) will continue to take a parking space to the side of the Market House.
- Other traders will use pitches under and in the Market House. Those agreeing to use pitches 'upstairs' in The Market House will be offered a peppercorn rent for the first six months. Terms and Conditions will apply.
- Market traders' transport vehicles will be booked into the remaining parking spaces.
- Local market-traders businesses, current traders, and "lapsed businesses" will be contacted and offered a twelve-month discount to rent a pitch. (discount calculated by 'profit' of Charter Market over the last 12 months).
- Current shop traders in Ledbury will be offered a 'free pitch' at the Charter Market. Other Terms Current shop traders in Ledbury will be offered a 'free pitch' at the Charter Market. Additional Terms and Conditions will apply.
- Permanent and temporary market signage will be designed, sourced, fixed or stored for day use.
- Weekly/ daily updates of traders who will be attending will be made to websites, public notices, Ledbury Reporter and local social media.

Stage Three – Midterm Approach

- The Charter Market will move to the redesigned and renovated area between St Katherines, The Master's House, and The Barn

- Market traders' vehicles will park free of charge in St Katherine's Car Park.
- Additional parking spaces will be freed up to allow for expansion.
- Financial support will be sought from, e.g. Herefordshire County DBID (Destination Business Improvement District; Ledbury MTPI (Market Town Economic Development Investment Plan). Improvement District; Ledbury MTIP (Market Town Economic Development Investment Plan).
- Promotion will continue and be strengthened and linked to tour operators and transport links.

Stage Four – Long Term

- Consider potential asset transfer to support the strategy (e.g. Car Parks)
- Consider links to the public transport system and opportunities to develop new transport approaches.
- Link to LTC Renovation Plan (e.g. use of abandoned commercial premises and pop-up business opportunities)

LEDBURY TOWN COUNCIL - MARKETS STRATEGY ACTION PLAN

		completed	In Progress	Not Started			
Owner	Assigned to	Anticipated Start Date	Anticipated End Date	Actual Start Date	Actual End Date	Anticipated Cost	Actual Cost
STAGE ONE - IMMEDIATE APPROACH							
Current location retained (High Street)	TC	Admin	01.08.2024	-	01.08.2024	-	-
Freeing up of unused parking spaces	TC	TC					
Cones and Barriers with signage	DTC	TMO	01.08.2024	-	01.08.2024	TBC	TBC
Updated Terms and Conditions to be sent to all Market Traders	CEO	Admin	01.04.2024	-	05.04.2024	-	-
One free charity pitch available on all market days	CEO	Admin	01.08.2024	-	01.08.2024	-	-
STAGE TWO - SHORT TERM APPROACH							
Traders using vehicles to sell (fish, Cheese, Bread) will remain in High Street	CEO	Admin	01.04.2024	-	05.04.2024	-	-
Other Traders to be offered pitches under and in Market House in first instance	CEO	Admin	11.07.2024		11.07.2024		
Traders agreeing to use upstairs of Market House will be offered peppercorn rent for first 6 months, subject to terms and conditions	CEO	Admin	16.09.2024				
Market Traders vehicles to be booked into the remaining parking spaces	TC	CEO					
Local, current and lapsed traders to be contacted and offer a 12-month discount pitch price (discount to be calculated by profit of Charter Market over past 12-months	CEO	Admin	11.07.2024				
Ledbury shops to be offered a free pitch	CEO	Admin					
Permanent and temporary market signage to be designed, sourced and fixed or stored for day use	TC	DTC					

Regular updates of traders attending markets to be made available to public	CEO	Admin								
STAGE THREE - MIDTERM APPROACH										
Charter Market to move to St Katherine's										
Market Traders vehicles to be parked free of charge in St Katherine's car park										
Additional Parking Spaces to be freed up to allow expansion										
Financial support to be sought fro Hereford BID										
Promotion be strengthened and linked to tour operators and transport links										
STAGE FOUR - LONG TERM										
Consider potential asset transfer to support strategy (i.e. Car Parks)										
Consider potential improvements to transport systems										
Link to LTC Renovation Plan (e.g. use of abandoned commercial premises and pop-up business opportunities										

Dear Ledbury Trader

Ledbury Charter Market

I am writing to invite you to participate in a survey in respect of Ledbury Charter Market and to invite you to help support the market by making use of a free stall being offered to all Ledbury Shop traders on a rotating basis.

Over past years traders to the market have dwindled and Ledbury Town Council have been working hard to bring it back to its former standards. As part of this they have developed a Market's Strategy which outlines the aspirations of the Council over a number of stages. A copy of this Strategy is enclosed for your information.

Our research shows that creating a vibrant market environment increases the footfall to towns and increases opportunities for shops and businesses in the town. Therefore, as part of the Council's Strategy we would very much like to work with shop traders and businesses in Ledbury and hear their views on ways to improve the market whilst supporting local businesses. To this end we would ask that you take part in a short survey which can be found at ([Link to be provided once survey agreed](#)).

We would also welcome you taking us up on our offer a free market stall on a rotation basis with other traders in the town, which we hope would not only help build the market but will also help promote your business.

Ledbury is a Charter Market Town, and we would very much like to maintain this status and grow our market to encourage visitors to the town, but we recognise that we need your support to make this happen.

Yours sincerely

Town Clerk

Enc: Market Strategy

LEDBURY TRADERS SURVEY

Do you think the Charter Market should be moved St Katherine's Square?

Yes	No	No Preference
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Would you be interested in having a stall at the Market if it was offered to you free of charge?

Yes	No	Don't know
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Were would you prefer a stall to be if making use of the above offer?

Under the Market House	Inside the Market House	On High Street	At St Katherine's Square
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What products would you like to see being sold on the Market?

What products would not wish to be sold at the market?

Please provide any additional comments in relation to the Charter Market?

MARKETS WORKING PARTY	21 AUGUST 2024	AGENDA ITEM: 8
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Report prepared by Angela Price – Town Clerk

PARKING ISSUES ON MARKET DAYS

Purpose of Report

The purpose of this report is to advise Members of the Working Party of issues that have arisen in relation to traders parking their cars alongside their stalls on the market.

Detailed Information

At a recent Tuesday market two stall holders were issued with Enforcement Notices for parking their cars alongside their market stalls on the High Street.

All traders are provided with a copy of the attached Terms and Conditions annually as a reminder of their responsibilities in relation to them having a market stall at the Ledbury Charter Market. Point three of the Terms and Conditions states:

*“Other than for loading or unloading, no vehicle shall be parked at any time on the roadway adjacent to the Market House or Market area unless the vehicle constitutes a Stall. **All vehicles must be removed by 8.30 am.**”*

Traders are also advised that they should remove their vehicles to an alternative location and made aware that if they do not remove their vehicles then they are parked at their own risk.

The day that the Enforcement Notices were issued traders asked whether the Clerk could intervene on behalf of the traders, however it was reiterated that the Terms and conditions state that they should not have their vehicles parked in the area set aside for the market.

The Clerk did speak with the Enforcement Officer at the time who advised that both parties had been warned on numerous occasions that if they continued to park their vehicles in the market area they would receive an Enforcement Notice.

One of the traders, who only traders for part of each year, has advised that they will not be returning to Ledbury due to these issues.

However, parking in the area allocated for the market stalls is often undertaken by motorists who choose to ignore the TRO signs.

The TRO clearly states that there is to be no parking between 7.00 am and 5.00 pm and officers have recently fixed signage to the barriers with this information and to the post that holds the TRO signage. However, despite this signage a number of motorists take it upon themselves to move the barriers for the purpose of parking when there

are no traders in High Street. This has on occasion been compounded by the Maintenance Operative removing the barriers before 5.00 pm, which has been dealt with by senior officers to ensure this is not occurring.

Officers are aware that there are suggestions in respect of parking vehicles to be considered as part of the four stage Markets Strategy but felt that in the meantime this issue should be brought to their attention, noting that whilst the current TRO is in place there is nothing that can be done to avoid the notices being issued to market traders who continue to park their vehicle at the market, which are not an integral part of their stall.

Recommendation

That Members of the Working Party are requested to give consideration to the information above noting that parking issues are very much a matter of concern for traders at the Charter Market, both on Tuesday's and Saturday', and agree what, if anything could be done to avoid the issues in the immediate future.

Ledbury Town Council Charter Market Policy



Policy Statement

Ledbury Council has powers to establish and operate markets under the Markets Charter and part III of the Food Act 1984.

The Council's Markets Policy is intended to cover all market events held within the town of Ledbury. In order that potential market operators are fully aware of the council definition of a market the following guidelines are provided:

- The legal definition of a market is a 'concourse of buyers and sellers' (this means that the public are entitled to attend market events to buy and sell).
- A market will comprise not less than five stalls, stands, vehicles, whether moveable or not or pitches from which articles are sold.
- There will be an operator of the market who will be responsible for the organisation and delivery of the event.
- The term 'market event' includes car boot sales, antiques and craft markets, general markets, farmers' markets, and charity markets.
- A market may sometimes be held as an integral part of a special event/festival and where this arises the market element will fall within the Council's markets policy.

This Policy will be reviewed on an annual basis. Any amendments or updates will be applied by the Town Clerk and reported to Finance, Policy, and General Purposes Committee.

General Information

1. The Market shall be open for business each Market Day from 8.00 am to 2.00pm. Stall holders should arrive from 7.30 am and must be clear of the site by 5.00pm.
2. Cones and barriers with signage will be put in place and cleared for Tuesday and Saturday Markets. The Town's Operative or Local Contractor will schedule this work.
3. Other than for loading or unloading, no vehicle shall be parked at any time on the roadway adjacent to the Market House or Market area unless the vehicle constitutes a Stall. **All vehicles must be removed by 8.30 am.**
4. Traders leaving early must cone-off their Pitch to avoid cars parking in Pitches; cones will be made available.

5. The Town Council shall look for traders to complement existing retail in the town.
6. The Town Council does not promise exclusivity to any trader.
7. One free charity or town organisation pitch will be offered at each Charter Market.
8. If there are vacant spaces at the market, The Markets Officer will offer traders the opportunity to utilise a further space at a discounted rate of £5 per pitch on the day.
9. If the Town Council becomes aware of any false information supplied on the licence application, a trader's licence may be terminated. Where a termination of the licence has taken place and the trader feels there are extenuating circumstances, they may make an appeal in writing to the Town Clerk, Ledbury Town Council, Church Lane, HR8 1DH.
10. All persons left in charge of a stall must be 18 years or over.
11. Market fees can be paid in advance by BACS or cash on the day.
12. The Town Council reserves the right to refuse permission or withdraw consent to trade at any time without notice; this will not be done without good reason. The decision will be taken by the Planning and Economy and Tourism committee, and Traders will be advised in writing and given the opportunity to appeal.
13. Traders may be re-located to an alternative site, free of charge, during Community Events. (During the October Fair which takes place during the second Monday and Tuesday of October, the Tuesday Market will not be held due to space restrictions.
14. No traders will be allowed to trade if their rent is in arrears by 4 weeks.
15. Special promotional rates may apply to new traders.
16. Additional charges for the use of the in-ground power supply will apply.
17. The Town Council will regularly promote the Charter Market and traders, including their wares, on social media and public press.

Traders Responsibilities

18. Traders must ensure:
 - They occupy the allocated plot as instructed by the Markets Officer.
 - That the size of plot matches that paid for.
 - They comply with the Town Council's safety guidelines.

They occupy their Pitches by 8.30am otherwise the Pitch may be reallocated for that day.

19. Notice of absence to be given by 2.00pm on the proceeding day by contacting the office on 01531 632 306.
20. Each Regular Trader is permitted up to a maximum of three days unforeseen absence (exempt from payment) in the 12-month period from April to March.
21. Seasonal Traders should provide a schedule of trading in advance, and will be given some flexibility.
22. If Traders are unable to source stock on the day immediately following a bank holiday, they must pre-book the day as absent giving four weeks' notice. However, if notice is not received within this time, a charge may be incurred.
23. Traders are expected to maintain adequate stock to trade until 4pm during the months of June, July and August unless otherwise agreed with the Markets Officer.
24. The traders must ensure that all refuse is collected from and around the Market House at the close of market and that adequate arrangements have been made for disposal. If litter is not removed arrangements will be made to collect litter and the traders will reimburse the Town Council for monies expended.
25. Stallholders and their assistants are required to conduct themselves in an orderly manner and are not permitted to perform any act which may cause annoyance or inconvenience to the public, nor to adjacent Stallholders.
26. All market traders must hold a current public liability insurance policy with cover of at least £5,000,000.00 (five million pounds) for any one claim. A copy of your insurance must be provided to the Town Council
27. All traders must comply with any relevant statutory requirements, bylaws and other legislation.
28. All accidents, disputes, thefts, disorderly conduct and goods lost and found must be reported to the Markets Officer.
29. No hawking / pitching is permitted at the Charter Market. If Hawkers are present at speciality markets, they will be asked to pay the going rate or asked to leave.

Nature of Goods

30. The Council determines the right to determine the types of goods sold.

31. No stallholder may make a material change in the class of goods authorised to be sold, except with the written permission of the Town Clerk.
32. Any sale of alcoholic goods must be accompanied by the correct, approved Licence. Proof of this Licence must be obtained and presented to the Town Council before trading can commence.
33. No open bottle alcohol sales shall be permitted.
34. It is the responsibility of the trader to check what licenses may be applicable and ensure these are obtained where necessary.
35. Stallholders preparing food will be required to provide food hygiene/handling certificates. Proof of these Certificates **must** be obtained and presented to the Town Council before trading can commence.
36. The use of the Market Place for the performance, sale or display of live animals, birds, or fish will not be permitted.
37. No firearms (real or imitation) will be sold at the market, but domestic cutlery is permitted. The sale of any item that may be deemed to be of a harmful, objectionable or offensive nature, or that is prohibited by current Acts of Parliament, is not permitted.

Equipment

38. Traders may supply their own stalls, including any tables and chairs.
39. Traders may request the use of the council's tables (for which there is a charge of £5 per table)
40. Traders may request a gazebo (free) on a first come first served basis. The gazebos were funded by the Great Places to Visit Grant in 2022.
41. Town Council Gazebos can be used under the Market House or outside. Traders must read and sign the gazebo terms and conditions before hiring.
42. Loudspeakers, instruments or other noise generating appliances are not to be used unless authorised by the Markets Officer and shall be so moderated as not to cause any nuisance annoyance or disturbance to residents in the vicinity and the trader acknowledges that their attention has been drawn to the bylaws with respect to noise pollution.
43. Infringement of any of the above conditions or non-payment of fees by the trader will be treated as termination of the licence with the Town Council and may affect future applications for market trading.

Community Based Markets

Community-based markets are organised by local communities or organisations with the intention of raising funds for a specific charity or celebrating a special event. The Council will consider applications in respect of community-based markets having regard to the following requirements:

44. The markets must be operated on a non-profit making basis to assist a charity or community event and the operator shall supply relevant information to the Council if requested. While it is acknowledged that some traders will be selling goods for their own purposes, the Council will look for the event to have a strong charitable element in the way the event is organised.
45. In respect of any consent the operator must have adequate insurances, comply with trading standards guidelines, health and safety requirements and any other statutory provisions laid down by the Council.
46. The Council will insist on such other requirements as are deemed appropriate to ensure consumer and public safety standards.

Please sign, date, and return this document to confirm your acceptance of the new Charter Market Policy:

Sign:

Date:

MARKETS WORKING PARTY	21 AUGUST 2024	AGENDA ITEM: 9
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Report prepared by Angela Price – Town Clerk

GAZEBO HIRE

Purpose of Report

The purpose of this report is to ask Members of the Markets Working Party to consider whether the Council gazebos should be available for hire for private functions such as weddings and outdoor parties, and if so whether a charge should be recommended to Council for consideration to be levied on the hire of the gazebos for private functions.

Detailed Information

Members are aware that Ledbury Town Council purchased 12 gazebos from the Great Places to Visit funding received from the UK Government, as part of opening towns back up to visitors and residents following the Covid Pandemic.

It was agreed that the gazebos were primarily for the Council to use at the Charter Market and for town events, and that they should be made available free of charge to organisations in Ledbury.

This has proven a great success, and a number of organisations have made use of the gazebos for their events .

However, word has got out that we have the gazebos, and we are repeatedly being asked if they are available to private hire for events such as weddings and family events. This was not something that was considered when purchasing the gazebos and whilst it is great that Ledbury Town Council could be promoted at private functions officers would ask for direction from Member as to whether the gazebos are available for private hire, subject to them being available, and if so should a fee be charged for this.

If an organisation borrows the gazebos they would have Public Liability Insurance, and it is made clear to them that should any damage be caused to the gazebos through the negligence of the organisation in respect of the gazebo then they would be liable for the cost to replace either the gazebo or parts that have been damaged. This is something that has occurred on to occasions and the repairs/replacements have been covered by the organisations. However, if the gazebos were hired out to private individuals they would not be able to provide the assurance of Public Liability Insurance and therefore it may prove more difficult to claim back damages from them.

Therefore, it would be prudent of the council to levy a fee for private hire should they agree to allow this.

Recommendation

1. That Members of the Working Party give consideration to whether the Council gazebos should be available for hire by private individuals as outlined above and if so should there be a fee levied in respect of this hire.
2. If it is agreed that a fee should be levied in respect of private hire of gazebos a recommendation be made to Council that they agree a fee for this purpose.