



**Prosperous Communities  
Committee**

**Tuesday, 30 January 2024**

**Subject: Markets Working Group Quarterly Update**

Report by:	Director of Commercial & Operational Services
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Purpose / Summary:	To update Members on the work of the West Lindsey Markets' Member Working Group

**RECOMMENDATION(S): Members note the update on the work of the West Lindsey Markets' Member Working Group.**

## IMPLICATIONS

**Legal:** None from this update report

**(N.B.)** Where there are legal implications the report **MUST** be seen by the MO

**Financial : FIN/126/24/SSc**

No financial implications arising from this report

**Staffing :** None from this update report

**Equality and Diversity including Human Rights :** None from this update report

**Data Protection Implications :** None from this update report

**Climate Related Risks and Opportunities :** None from this update report

**Section 17 Crime and Disorder Considerations :** None from this update report

**Health Implications:** None from this update report

**Title and Location of any Background Papers used in the preparation of this report:**

[IMPLICATIONS \(west-lindsey.gov.uk\)](https://www.west-lindsey.gov.uk/implications)

**Risk Assessment :**

The main risk is that the Group may not provide effective oversight of the Markets Action Plan or develop new and further opportunities for the growth of the Markets, this is mitigated by ensuring the Group meetings are regular and conducted in line with its Terms of Reference.

**Call in and Urgency:**

**Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?**

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)

**Yes**

**No**

**x**

**Key Decision:**

A matter which affects two or more wards, or has significant financial implications

**Yes**

**No**

**x**

## **Introduction**

- 1.1 Prosperous Communities Committee heard a report on 12 September 2023 updating Members of progress with the previously agreed three-year Market Action Plan.
- 1.2 At the meeting Members resolved to establish a West Lindsey Markets' Member Working Group with associated Terms of Reference. The Group was tasked with meeting on a four-weekly basis with an additional requirement to report progress back to this Committee on a quarterly basis, this paper is the first of those reports.
- 1.3 The following Members were nominated and seconded to serve on the group;  
  
Councillor Lesley Rollings  
Councillor Trevor Young  
Councillor Stephen Bunney  
Councillor Angela Lawrence  
Councillor Jacob Flear
- 1.4 The Terms of Reference (ToR) state that the Chair of Prosperous Communities Committee requested the establishment of the West Lindsey Markets Members Working Group to provide oversight of ongoing delivery of the West Lindsey Markets Action Plan and to develop new and further opportunities for the growth of this key element of our economic and community offering.
- 1.5 The ToR go on to state that the purpose of the Working Group is;
  - i) To keep under review the delivery of the approved West Lindsey Markets Action Plan
  - ii) To provide biannual updates to Overview and Scrutiny on progress with delivery of the West Lindsey Markets Action Plan
  - iii) To develop new ideas to support the delivery of the vision for West Lindsey Markets and their viability / offer.
  - iv) To develop Members understanding of the strategic and operational work being undertaken by the Council to support the delivery of the vision for West Lindsey Markets
  - v) To support officers in engaging with Town and Parish Councils to improve the West Lindsey Markets Offer across the District
  - vi) To support the development of future trader, business, and community engagement

## **2. Update**

- 2.1 To date, two meetings of the working group have taken place, the first one on October 3 and the second on 29 November 2023. The next meeting is scheduled for January 19, 2024.

2.2 The Group has been quorate at each of its meetings and a number of officers from Operational Services, Commercial Services and Economic Development have supported by providing updates and advice.

2.3 A standard agenda is used with the following items;

- Current performance
- Operational issues
- Towns Manager Update
- Market Action Plan Update
- Communications
- New Market Stalls

2.4 Additional items can be discussed and to date these have included input into the refreshed Trader Rules and Regulations and also support for a proposed specialist market.

2.5 Members also received analysis of the two day Christmas Lights, this was well attended and received much positive feedback, both directly and digitally.

2.6 Trader numbers have remained stable for both the general market and the monthly Farmers Market, however there is recognition that numbers remain well below Members aspirations.

2.7 Following Members of this Committee resolving to amend Trader Rules and Regulations, a potential Specialist Market Operator (SMO) has approached Officers with a proposal to host an antiques market offering on most Saturdays between April and October. The operator has an aspiration to attract enough traders to fill sixty stalls each week. To date there are no confirmed bookings. Officers are supporting the SMO with comms and marketing; due to the proposed size of the market their Event Plan will need consideration at the West Lindsey Safety Advisory Group ahead of go-live.

2.8 A decision on future market stalls has yet to be made. Members and Traders have received demonstrations of two types of stalls; an expensive, heavy-duty stall appeared popular with Traders, a visit to Barnsley Market to further understand the implications of procuring this model has twice been cancelled due to last-minute conflicting demands for Members. A less robust but cheaper model is currently being assessed following an officer visit to Barton on Humber market. A further alternative would be to continue using the current stalls.

2.9 The Towns Manager has reported to the Group on how the Council is also supporting Markets at Caistor and Market Rasen. A Towns Manager update is also presented to LCET Member working group bi-monthly, ensuring that town centre activity is linked to the wider cultural agenda.

2.10 There has been lengthy debate in Group meetings regarding the role of Town Councils in the delivery of the Markets in West Lindsey.

### **3. Summary**

3.1 Due to conflicting demands including the Storm Babet response, it hasn't been possible for the group to meet strictly in line with timescales outlined in the Terms of Reference. However, meetings have seen strong debate with progress in some areas.

3.2 Officers will continue to support Members in the group and report back to Committee in line with agreed timescales.