



All members of the **Town Centre & Economic Development Committee** are hereby summoned to attend a meeting of the **Committee** to be held on **Thursday 4 October 2018 commencing at 7pm at Cullompton Town Hall**

*Judy Morris*

**Signed: Mrs Judy Morris, Town Clerk**  
**Date: 28 September 2018**

## **AGENDA**

**Members of the public are very welcome to attend this meeting.**

**Membership:** Councillors: Eileen Andrews, Jordann Barge, Daniel Barnes, James Buczkowski, Iain Emmett, Gordon Guest, Janet Johns, Liza Oxford-Booth and Martin Smith  
Dorothy Anderson (Cullompton Farmers Market)  
Naomi Lihou (Street Market)

**PUBLIC QUESTION TIME: 15 minutes is set aside at the beginning of the meeting to enable members of the public to bring issues relevant to the Committee to the attention of Councillors. Up to 3 minutes is allowed for each question.**

**It may not be possible to reply and the question may only be noted. The question will be recorded and a response sent within 10 working days.**

- 1. APOLOGIES:** To receive apologies for absence.
- 2. DECLARATIONS OF INTEREST:** Members are reminded of the requirement to declare an interest, including the type of interest, and reason for that interest, either at this stage of the meeting or as soon as they become aware of that interest.
- 3. PUBLIC QUESTION TIME:** To receive questions from members of the public present at the meeting.
- 4. MINUTES:** To approve the minutes of the previous meeting held on 6 September 2018 (Appendix A) and 12 September 2018 (Appendix B).

5. **RESOLUTIONS:** To review actions from previous meeting (Appendix C).
6. **FINANCE:** To review Income & Expenditure account (Appendix D).
7. **TOWN CENTRE ENHANCEMENT AND REVITALISATION**
  - (i) Mural: To receive update report (Appendix E)
  - (ii) Rural Digital Access Points: to receive update report (Appendix E)
  - (iii) To consider letter from town centre trader and agree any action to be taken (Appendix F).
8. **MARKETS**
  - (i) Income and Expenditure report (Appendix G).
  - (ii) To receive update report for street market.
  - (iii) Report from Tiverton Market Manager: to consider (Appendix H).
  - (iv) Replacement of gazebo canopies: To consider estimates (Appendix I).
  - (v) To receive verbal update report for Farmers' Market (Dorothy Anderson).
  - (vi) Any other market matters.
9. **ST ANDREWS CAR PARK**
  - (i) Parking of large vehicles: To review whether any action is required at the present time.
  - (ii) Any other car park matters.
10. **PUBLIC CONVENIENCE**
  - (i) Community toilet scheme: to review success of scheme and determine whether any action is required.
  - (ii) Development of public convenience site: To consider whether any action is required following meeting held on 12 September 2018.
11. **CORRESPONDENCE:** Any correspondence received after the date of this agenda.
12. **DATE AND TIME OF NEXT MEETING:** Thursday 1 November 2018 at 7pm.

**In accordance with the Public Bodies (Admission to Meetings) Act 1960, members of the public and press are very welcome to attend the meeting. Members of the public will only be permitted to speak at the beginning of the meeting during Public Question Time.**



**Minutes of a meeting of the Town Centre and Economic Development Committee**  
held on  
**Thursday 6 September 2018 commencing at 7.00pm at Cullompton Town Hall**

**Present:** Cllr Iain Emmett (in the chair), Cllrs: James Buczkowski, Janet Johns and Liza Oxford-Booth plus Dorothy Anderson (Cullompton Farmers' Market) and Naomi Lihou (Cullompton Street Market).

Judy Morris: Clerk

1. **APOLOGIES received and accepted from** Cllrs: Eileen Andrews (personal) and Jordann Barge (personal).
2. **DECLARATIONS OF INTEREST:** Naomi Lihou declared a personal interest in respect of discussion about the street market as she is a market trader.
3. **PUBLIC QUESTION TIME:** None
4. **MINUTES:** The minutes of the previous meeting held on 2 August 2018 were approved and signed as a correct record. Proposed Cllr Janet Johns, seconded Cllr Iain Emmett.
5. **FINANCE: To review Income & Expenditure account:** Noted

**NOTE:** Discussion about cleaning of road signs and also cleanliness of public toilets. It was agreed to ask the Maintenance Supervisor to check toilets more frequently and arrange for cleaning of road signs.

6. **MARKETS**

- (i) **Income and Expenditure report:** Noted
- (ii) **To receive update report for street market:** Report circulated with the agenda, discussion included:
  - **Buskers** not being booked at present due to financial constraints.
  - **Refurbishment of gazebos:** Support the proposal to make 6 good gazebos from the 11 old gazebos but is it possible to replace the canopies with green and white striped canopies or something lighter and brighter.
  - **Market trader's parking:** Naomi explained that it is difficult for lone trader's to leave their stall to go and park or collect their vehicle when setting up and taking down their stalls. Need to find someone to watch the stall while they are away from it. It was explained that the

Council would like to protect St Andrews car park as a shopper's car park and if market traders were permitted to park free of charge then this would restrict the number of shoppers able to park.

**RESOLVED:** That MDDC is asked to provide Cullompton market traders with a permit to park free of charge on market days in Forge Way car park in the same way that Tiverton Market traders are able to park in Tiverton's public car park. Proposed Cllr James Buczkowski, seconded Cllr Iain Emmett.

- **Culm Valley in Business:** The Town Council was a member, on behalf of the Street Market, but the membership has lapsed and it has been suggested that the membership is renewed.

**RESOLVED:** That the Town Council renews its membership of Culm Valley in Business on behalf of the Street Market with the proviso that market traders can attend the CViB meetings. Approximate cost is £15 per year. Proposed Cllr James Buczkowski, seconded Cllr Janet Johns.

- **Website:** A dedicated website is suggested. This can list 'special' market days and promote the stall holders etc. The website can be linked to the Town Council website.

**RESOLVED:** That the Council investigates setting up a dedicated "Market" website, something simple, based on the leaflet, budget £100 to get a website up and running. Proposed Cllr James Buczkowski, seconded Cllr Iain Emmett.

- (iii) **Evening Markets: to discuss a way forward:** Various themes were discussed, maybe encourage some of the shops to stay open later.
- (iv) **To receive verbal update report for Farmers' Market (Dorothy Anderson):** Dorothy reported that the Cullompton Farmers' Market and its manager have been shortlisted for a FoodDrinkDevon award. It was suggested that she makes the local media aware of this.
- (v) **Promotion and advertising: To approve draft leaflet and consider any other actions.** Some minor amendments were suggested, this included map to be smaller scale and QR code beside Farmers Market photo. Also a market photo on the front.
- (vi) **Any other market matters:** None

## 7. ST ANDREWS CAR PARK

- (i) **To receive update with regard to management of the car park and agree any action required:** Discussion with regard to signage, tariff and instructions for use of 'pay and display' machine in small print and difficult to read. Also reminder needed to ensure that anyone only intending to park for the 30 min free period obtains a ticket.

**RESOLVED:** Town Clerk to review signage to assess whether any additional signs are needed and then contact Devon County Council with a request for that additional signage.

- (ii) **Parking of large vehicles: To agree way forward:** It was thought that the problem may resolve itself not that the parking enforcement regime is underway. It was agreed to monitor the situation and review at the next meeting.
- (iii) **Parking barrier: To agree way forward:** Discussion about ways to prevent vehicles from toppling into the adjacent property at the far end of the car park. Clerk to obtain ideas and estimates.
- (iv) **Any other car park matters.** None

## 8. TOWN CENTRE ENHANCEMENT AND REVITALISATION

- (i) **Flag pole: To agree way forward:** Clerk reported that Devon County Council Highways has no objections to the erection of two flag poles, either side of the War Memorial but that MDDC has advised that Advertisement Consent is needed. Discussion about whether the advice received from MDDC is correct.

**RESOLVED:** That MDDC Planning Department is asked for confirmation that Advertisement Consent is required as no promotional flags will be flown.

- (ii) **Bus shelter, Lower Bullring: To agree way forward:** Clerk reported that Devon County Council has confirmed that there is sufficient room on the pavement in front of the Hayridge car park to site a bus shelter, provided that it does not interfere with visibility coming out of the junction and is positioned away from underground services. They have offered to contact promotional company Fernbank Advertising to find out if they are willing to provide the bus shelter in return for advertising revenue.
- (iii) **Mural: To agree way forward:** Clerk reported that the building owner has no objections in principle, provided the mural was 'tasteful'.

**RESOLVED:** Clerk to investigate mural artists.

- (iv) **Rural Digital Access Points: To receive details and agree any action to be taken:** Clerk reported that she had been advised by the Devon Association of Local Councils that the DWP had funding for a digital access point in rural Cullompton. DWP have been contacted for more information and awaiting response. Clerk to report back with more information at the next meeting.

## 9. CORRESPONDENCE

- (i) **Report from Tiverton Market Manager:** 'First impressions' report circulated to all present for discussion at the next meeting.

10. **DATE AND TIME OF NEXT MEETING:** Thursday 4 October 2018 at 7pm.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_



**Minutes of a meeting of the Town Centre and Economic Development Committee**  
held on  
**Wednesday 12 September 2018 commencing at 6.30pm at the Hayridge Centre**

**Present:** Cllr Jordann Barge (in the chair) and Cllrs: James Buczkowski, Gordon Guest and Janet Johns.

Also in attendance: Andy Busby (MDDC) and two directors of Triway Construction Ltd.

Judy Morris: Clerk

1. **APOLOGIES received and accepted from** Cllrs: Eileen Andrews (personal) and Iain Emmett (personal).
2. **DECLARATIONS OF INTEREST:** Cllr Jordann Barge declared a personal interest as she lives close to the site of the public toilets.
3. **PUBLIC QUESTION TIME:** None.
4. **PUBLIC CONVENIENCE DEVELOPMENT: Discussion with developer and Mid Devon District Council Officer about development proposals and design for replacement toilet facility.** It was explained that MDDC has agreed to the sale of the land, with a condition that the public toilet facility is replaced with a single uni-sex facility. The current use, using just the disabled facility as a multi-purpose unit, appears to be working well.

**Design:** of the proposed development were shown and discussed. It was suggested that the outside wall of the toilet facility could double as a wall for bin storage. It is anticipated that the 7 no. units will be for rent.

Developer would like to understand what the Town Council wants in terms of a toilet facility and how the arrangement will work. They suggested a five year lease with an option at the end to automatically renew.

**Running costs:** Try to be as energy efficient as possible, grey water harvesting for flushing toilet and solar lighting were suggested. High quality fixtures and fittings to keep running costs down.

**Ground rent:** It was suggested that the Town Council pays a ground rent for the building. It was explained that the Town Council had not anticipated having to pay rent as it had assumed the capital cost of constructing the toilet would be a condition of the sale of the

land. If the Town Council pays a ground rent then the developers, over time, will recoup the capital costs. It was felt that the cost of the purchase of the land should reflect the condition to provide the toilet facility.

There was a feeling that if the Council is required to pay a ground rent then it be paying extra for a facility that the town already has. At present it would appear that the only winner is MDDC as they will also gain in terms of additional council tax.

**S.106 Agreement:** Suggestion that a condition relating to the provision of a replacement public convenience is written into a s.106 agreement as a condition of any planning consent.

**IN SUMMARY:** Those Council members present considered the design will provide an attractive entrance into the town and have no objections to the principle but the financial aspect needs to be right for Cullompton.

**WAY FORWARD:** Report to be presented to MDDC Cabinet meeting to review the conditions of sale in view of the suggestion by the developer that the Town Council pays a ground rent for the property.

5. **DATE AND TIME OF NEXT MEETING:** Thursday 4 October 2018 at 7pm

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Date of Meeting	Resolution	Financial implications	To be actioned by	Priority	Remarks
02/08/2018	That the idea of Evening Markets during the summer months is investigated further and placed on the agenda for further discussion at the next meeting		DTC	Medium	
02/08/2018	That an evening meeting is requested with MDDC and developer to discuss public toilet proposal	Long term maintenance costs but should be less than currently paying	TC	High	Meeting due to be held on 12 September at 6.30pm at the Hayridge Centre: <b>Completed</b>
02/08/2018	That the Council purchases two flagpoles and obtains the necessary permissions to erect flagpoles either side of the War Memorial	£400?	ATC	Complete by 11 November 2018 if possible (High)	DCC and MDDC contacted, awaiting feedback from MDDC Conservation Officer - may require Conservation Area consent. No planning permission required.
02/08/2018	That the Committee investigates a proposal to erect a bus shelter in the Lower Bullring area, in front of the Hayridge car park. Possible source for funding: Communities Together Fund	£2k-£5k	TC	Medium	DCC and MDDC contacted, awaiting feedback from MDDC Conservation Officer. DCC response: <i>"That site has a decent width footway, would just need to double check with Highways Team, but shouldn't be a problem. As long as it doesn't interfere with visibility coming out of junctions and is positioned away from underground services. What type of shelter would you like?"</i> DCC will contact promotions company Fernbank to find out if they will provide the bus shelter.



02/08/2018	That the Clerk contacts a building owner to find out if he would give permission for a mural to be painted on the side of the building	No costings at present	TC	Low	Building owner contacted, no objections in principle, provided the mural was "tasteful". Mural artists being investigated, but wall surface is not suitable for mural painting
06/09/2018	That MDDC is asked to provide Cullompton market traders with a permit to park free of charge on market days in Forge Way car park in the same way that Tiverton market traders are able to use Tiverton's public car park		TC	Medium	Letter sent 11 September 2018, no response to-date.
	That the Town Council renews its membership of Culm Valley in Business on behalf of the Street Market with the proviso that market traders can attend CViB meetings	£15 per year?	TC	Medium	Membership renewed, anyone can attend to represent the Council (or the street market). The meetings which are held on 1st Tuesday in each month at the Little Bakery
	Town Clerk to review signage for St Andrews car park to assess whether any additional signs are needed and then contact DCC with a request for that additional signage.		TC	High	DCC will carry out a review of all car park signage at the end of September and will arrange for an additional sign next to the "pay and display" meter setting out the cost of parking and instructions as per information in the small box on the parking meter as some are finding this difficult to read.  Also a couple of signs reminding people of the need to obtain a ticket event if they don't intend to stay more than 30 mins.

	That the Council investigates setting up a dedicated "Market" website, something simple, based on the leaflet, budget £100 to get the website up and running.	£100	DTC	Medium	To be actioned when time allows.
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APPENDIX D

**TOWN CENTRE AND ECONOMIC DEVELOPMENT WORKING GROUP**

2018/19 Budget Report to 26 September 2018

	Budget	Payments to date	Remaining balance
<b>St Andrews Car Park</b>			
EMR Car Park improvements	8000.00		
Car Park improvemenst (2018/19 Budget)	2000.00		
	<b>10000.00</b>	<b>0.00</b>	<b>10000.00</b>
<b>Car Park Running Expenses</b>	<b>2000.00</b>		
Business Rates (Monthly instalments)		1280.67	
Insurance		80.00	
Tree Report		180.00	
		<b>1540.67</b>	<b>459.33</b>
<b>CCTV</b>	<b>3000.00</b>	0.00	
Insurance		200.00	<b>2800.00</b>
<b>Public Toilets</b>	<b>5000.00</b>		
Toilet Rolls		30.40	
Labdon Bld Supplies		33.11	
		<b>63.51</b>	<b>4936.49</b>

<b>Town Maintenance</b>	<b>6500.00</b>		
Income Hanging baskets	974.00		
DCC Lengthsman's contribution	2135.00		
	<b>9609.00</b>		
<b>Expenditure</b>			
Alfies (Black bags)		110.00	
Mole Valley Farmers		193.87	
Labdons		123.52	
Hanging Baskets		1150.00	
Plants for tubs		62.50	
Bus shelter cleaning		388.00	
PPE		74.74	
Garage rent for 2018.19		639.36	
Weedkiller		190.60	
Water pump (new)		270.00	
Repairs to old water pump		166.66	
Insurance		100.00	
		<b>3469.25</b>	<b>6139.75</b>

## APPENDIX E

### CULLOMPTON TOWN COUNCIL

**REPORT TO:** Town Centre and Economic Development Committee

**DATE:** 27 September 2018

**PREPARED BY:** Town Clerk

#### 1. Mural Painting

Mural painter interested but has explained that the render has rough scab surface and it would be difficult to paint details or even straight lines on.

**SUGGESTION AS A NEXT STEP:** Consider approaching owner to find out his thoughts about applying a smooth render and, if amenable start to research costs and whether grant funding is an option.

Another option would be to mount a giant sign or letters on the side of the building.

2. **Rural Digital Access Point:** Response received from DWP below, email forwarded to Hayridge and also Jonathon Reynolds who organises a back to work scheme at the Community Centre. He has now made contact with the DWP.

*“Good Morning Judy*

*We are not looking for rural location but have the ability to fund the set up costs of a job club in any location and obviously a rural location would be great if we were approached by an organisation who are looking to set up a job club in Cullompton.*

*If you are aware of any organisation that would be interested in this support then let me know*

*Kind Regards*

*Matt*

**Matt Hurley**

*Greater Devon Partnership Manager | Devon and Cornwall District | Universal Credit Operations | Department for Work and Pensions | Torquay Jobcentre Plus, Regal House, Castle Circus, Torquay TQ1 3JQ”*

## APPENDIX F

Received by email: 26 September 2018

To Cullompton Town Council . for your consideration and hopefully, action:

When I opened Addie & Sam last October, I was filled with hope for the town of Cullompton.

A more concerted effort was being made to get the completely inadequate road system fixed up around here, so that the main street could stop being a highway. The Garden Village had been appointed and it felt as though, with new people joining the council and renewed vigour, the town was soon to develop and begin to thrive.

Now, just 1 year later, the final bank has unexpectedly left town, the post office has disappeared, the traffic has increased, businesses have closed their doors and just to make sure a complete hatchet job is done on the town centre, parking fees have been introduced to a place that shoppers could previously park for free.

As you all *must* know, (I do wonder about this) Cullompton has to compete with surrounding towns that are tourist friendly, or that have many more facilities than we can offer and with retail parks that supply free parking. So it absolutely must provide incentive for people to make the choice and effort, to come to Cullompton.

And I am sure you are aware, that to do that, the Council needs to make the most of what is here, i.e.

bunting through the streets,

colourful banners on lamp posts,

a weekly Saturday market,

the creation of a garden club that could raise funds to maintain seasonal plantings up and down the main street,

competitions for window box displays and other beautification competitions held throughout the year, such as 'the best seasonal door wreaths displayed along the main arteries',

to have places of interest that are on the Historic Trail, such as The Walronds and The Church open, so that visitors to the town can actually visit them and see them, strict bylaws that enforce building owners to maintain their properties to a high standard, to take measures to stop pigeons roosting on their buildings and limit the time that scaffolding can be erected or time that repairs can take on a building along the main centre of town.

The Council urgently needs to promote the township. We have an idyllic location - amongst a countryside filled with tourist accommodation and such a short distance from the M5 and Services. This is all an opportunity squandered. (For a start, the town could partake in the facebook page - The Extra Mile)

The town centre of Cullompton doesn't have time to wait for a Relief Road. The parking fees have killed - and are killing, what business was here. In winter, people won't be interested in walking up the hill from Tesco , (young mothers with children, elderly people) - and by the way, according to the signs in Tesco Carpark, that parking is for Tesco customers only.

If you can't imagine how it is happening - go and see how many cars are parked in the pay parking lots around town. If ladies come into town to lunch, I suggest they are using their allotted parking time up chatting and lunching, whereas before, they had time to meander down the street, checking out the shops at the same time.

As a shopkeeper here, I have experienced the situation in this town and I can tell you that, apart from everyday services, the town's economic future lies in its ability to attract visitors and tourists. The local shoppers mostly don't want to pay full retail prices on items - making a business nonviable. Unless it is a bargain store or selling items on the internet - which is a little hard to do with no post office, as far as a gift shop goes. I have visitors to the town come into the shop and tell me how disappointed they are, that they chose to come here instead of the Services, or how ugly the town is, or how depressed it is. Nobody - and I stress - nobody - tells me what a lovely, little town Cullompton is. Perhaps you don't have interaction with these people, but that isn't the greatest badge of honour for the town. And believe me, word spreads - much more in a bad way - but wouldn't it be good if Cullompton were promoted by word of mouth!

I know none of the council has ever been down to see me at Addie and Sam, with a genuine interest of seeing how business is going or how the Council can offer support. Which I find quite disappointing, together with all of the above, considering the outlay involved in creating a business like Addie & Sam and the effort made in trying to add some colour to this main street. It is for the sake of Cullompton that I am passing this onto you and it is with hope that you can see how easily benefits can be gained - even with no relief road.

I do hope you see sense and work towards providing at least 2 hours free parking in as many carparks as humanly possible. (Surely Cullompton Council can make demands on Mid Devon Council - does Cullompton not have the right to manage itself?)

Julianne Beckett  
Addie & Sam  
21 Fore Stret  
Cullompton Devon EX15 1JS

## APPENDIX G

### CULLOMPTON TOWN COUNCIL

#### STREET MARKET INCOME AND EXPENDITURE 2018/19: 1 April - 26 September 2018

<b>BALANCE FORWARD 2017/18</b>		<b>5223.00</b>
<b>INCOME</b>		
Market stall rents		1087.00
Electricity refund		332.06
Farmers Market contribution to premises licence		35.00
Sale of trailer		125.00
		<b>6802.06</b>
<b>EXPENSES</b>		
Contribution towards erection of gazebos	550.00	
Premises Licence	70.00	
Signage	90.00	
Buskers	320.00	
Electricity	230.26	
Insurance	75.00	
New gutters for marquees	375.00	
	<b>1710.26</b>	1710.26
Balance		<b>5091.80</b>

## APPENDIX H

### Report to Cullompton Town Council

Prepared by Alan Ottey: Tiverton Market Manager

#### First Impression. Cullompton

Thinking as someone who is visiting, this exercise shows the good and bad points with suggestions being provided later in the report:

#### Location and Retail Environment

The market is well placed at the centre of the town but is a little hidden from the traffic passing by. Unfortunately the retail offer in the town is limited and not particularly an attraction. The market needs to be seen and promoted as it is difficult to attract customers with competition from supermarkets either end of the town and the retail offer of the town not being an attraction.

#### Market Description

Small street market with very few traders (only 5 or 6) and on some days does not actually reach the definition of a market, more street trading. A market, in general, needs 5 or more stalls.

#### Good Impression.

- Good central position.
- Historic buildings surrounding square and gives good appearance.
- On main roads through town.
- Friendly traders.
- Plenty of space for expansion.
- Fair use of social media.
- Rents reasonably set.
- Keen to succeed.

#### Bad Impression:

- Lack of stalls.
- Lack of choice of quality goods and hot/take-a-way food.
- Lack of footfall and potential customers.
- Appears lack of support from the town centre retailers. They could be complementary to each other.
- Needs something to attract customers.
- Lack of colour or inviting layout including inviting smells etc.
- Lack of signage and advertising.
- Only a few key performance indicators – needed to prove position or making applications for funds etc.
- Some of surrounding buildings in need of 'face lift' as they look tired and unattractive.



## **Main Issues Highlighted.**

- 6.1 Lay out of market, visibility.
- 6.2 Need to attract new traders and also improve offer.
- 6.3 Need for a strategy and action plan to take the market forward.
- 6.4 Lack of some marketing and signage.
- 6.5 Lack of key performance indicators.
- 6.6 Introduction of specialist markets.
- 6.7 Lack of attraction 'wow factor'.

The most important question to ask is:-

### **Do you want a market – and why?**

A market is about:-

1. Community
2. Location
3. Attractiveness

**It is important to answer the question otherwise there is no focus.** It's important to make a market more visual, to create more impact and to advertise and promote it.

### **Who is our target customer?**

- Local community 12 months of the year, need to create loyalty.
- Visitors to the area, needs a different approach to promotion.

### **Working with Traders:-**

1. Create a score sheet to rate their attractiveness, and encourage them to up their game.
2. Ask the traders to list 3 good things and 3 bad things about the market
3. Look at 'Test Towns' and see whether any of their practices could be brought to play in Cullompton (a bit like Retail Skillshop).
4. Attract new businesses through business assist scheme.
5. Use social media, facebook etc. to promote the market, but select times when viewed most and encourage liking etc. to attract more 'friends'
6. Set a 50 week budget to measure how you are doing
7. Policy on what can be sold, how many of the same type of stalls you will have.
8. Create Foodie day – just use the normal market day to promote food and encourage more traders to come on board.
9. Review our Policies – what we expect from you (the traders)
  - What you will get from us (the council)
10. Create alternative markets such as a Sunday morning Collectables and Desirables market
11. Improve sign posting for the market. –
12. Work with Estate Agents/Letting Agents – already have a good 'Welcome Pack promoting local links, create a new leaflet, social media?

13. Put on a series of small events, rather than try to create something big. Use local bands, dance groups, theatre groups, allow them to sell tickets to their shows, and showcase their shows on the market.
14. Healthy Living Market – blood pressure monitoring
  - IOSIS Toothbus
  - McMillan Cancer Support
  - Benefits of gym membership
  - 5 (or 10) a day – healthy eating, chef creating meals from market ingredients
  - Monthly shopping basket – compare prices with supermarkets
15. Markets need to go up market.
16. Run the market as a business.
17. Don't expect an instant turn around, may take several years.
18. Create a Friends of the Market group, Chair could be a Councillor, meet once a quarter.
19. Pottery demonstrations, Artist working, crafts on the market.
20. Contact old traders who have stopped coming.
21. Make the market an opportunity for young entrepreneurial businesses.
22. Seek out those who have been made redundant and now are looking to become self-employed.
23. Promote – NMTF/MTN/National Market Traders – publications.
24. Think ahead, may be opportunity to apply for an Award – plenty of publicity to be gained
25. Offer free parking
26. Look at what is doing well in London – street food?

Create a Vision  
 Strategy  
 Action Plan

Make the strategy flexible, needs to be able to change quickly and take account of economic circumstances

To be a healthy market it needs to have good management, good traders with good displays and provide the customer with good service. The second and subsequent visits are very important but the first image is what the customer goes away with, that is embedded in their mind and will tell others about their experience.

It is also important to work with the surrounding businesses and build a good relationship between them and the market. They are all complimentary to each other although some retailers do not see this. In general if £5 is spent on the market, that person will spend £10 in the local shops.

The 3 essential customer traffic drivers are:

- How easy is to shop and can the traders be trusted – the more trust in the product, the more sales.
- The customer needs to enjoy the visit and it is the creation of 'friendship' with the market.
- There has to be good strong leadership from the management which creates an exciting memorable visit. Needs to be a destination!

This is just a few ideas and guides. It is a case of seeing what works for the town.  
Different places 'work' in different ways.  
Hope this helps a bit and by all means get in touch if you want some help.

Alan Ottey 1.9.18

## **APPENDIX I**

### **MARKET GAZEBO CANOPY**

Prepared by: The Assistant Town Clerk

#### **Introduction**

12 weekly market gazebos were purchased c2013 with a view to rejuvenating the weekly market. The gazebos have been utilised virtually every week since then.

Some repair works have been carried out on the frames and some are coming to the end of their useful life. However, having consulted with the Maintenance Supervisor, he has stated that, from the 11 remaining frames, 6 full and functional frames can be made using parts from all 11.

Unfortunately, the canopies are beyond repair.

#### **Replacement**

Sourcing of replacement canopies has proved difficult given that the vast majority of gazebo sales are 3m x 3m in size – 3m x 2m are far less common and, as a result, canopies are far less widely available.

The Assistant Town Clerk has carried out research and established that there is only one company that can guarantee the supply of like-for-like 2m x 3m gazebo canopies although, unfortunately, these can only be supplied in either dark green (as they are now) or navy blue. These are from the original supplier and will cost £69.95+VAT each.

However, another company can, probably, supply a like-for-like item (subject to inspection of a photograph of the frame and the usual waivers) but seem confident that their 2m x 3m canopy will fit on the originally supplied gazebo frames. These items are available in a range of colours (Red, Royal Blue, Green, Grey, Pink and Purple) and cost £50.86+VAT each.

#### **Recommendation**

That the Town Clerk is authorised to spend a maximum of £500 purchasing 6 gazebo canopies with a preference for two Red, two Pink and two Royal Blue (if it is established that they will fit) or three each dark green and dark blue if the original supplier is to be contracted. Sides and backs for the gazebos have not been estimated for.

**APPENDIX J**



**TOWN CENTRE AND ECONOMIC DEVELOPMENT COMMITTEE ACTION PLAN 2018-21**

KEY AREAS OF WORK	KEY PROJECTS	PARTNERS	PRIORITY H/M/L	TIME SCALE	BUDGET REQUIREMENTS			ADDITIONAL COMMENTS
					2018/ 19	2019/ 20	2020/ 21	
<b>St Andrews Car Park</b>	Installation of low level barriers along boundary fence		H					
<b>Street Market</b>	Increase number of regular market stalls							Market has its own budget funded by the Mary Portas Fund
	Market Website				100.00	25.00	25.00	
<b>CCTV</b>					3000			
<b>Town Centre enhancement</b>								
<b>Townscape Heritage Initiative</b>		MDDC			6500			£13,500 in reserves, Find out from MDDC whether there is any need to include funding in 2019/10 budget
<b>Public Toilets</b>		MDDC			5000	5000	5000	As it could be sometime before development of starts consider including

**APPENDIX J**

								running costs in budget for next two years
<b>Harlequin Valet site</b>		MDDC						
<b>Community Toilet Scheme</b>	To promote and extend the scheme	Tesco, Costa Coffee, Hayridge Centre, Little Bakery, Dotties	M		100	100	100	
<b>Mural Project</b>								