

Market Working Group Update

Jan. 29, 2020

Cllr. A. Taylor

This is an update to Councillors about the Markets.

Last autumn, the LTC market working group started a trial market on the Triangle. The idea was to try it out for a short period up until Christmas and then have a break in January and February to reassess and see where we go from here.

The market working group was disappointed with the take up of stalls and started looking for other ways to get more stall holders in. We acknowledge our personal limitations with the number of weekends we could devote to the markets and with the time it would take to drum up more stallholders. As a result, Cllr Taylor has contacted three people who are interested in and have experience in managing markets and all have come in to talk to representatives of the working group.

The first company the council has talked to is **Suffolk Events**, who gave a proposal last year. They have emailed back that they were still interested in holding three themed markets on the Triangle, but would charge LTC about £12,000 for research and bringing in stallholders.

The second company was **Gordon Aryus** who came in to talk about putting in a traditional, 2 or 3 day a week market on the Triangle. In attendance was his business partner and Cllrs Parker, Barnard and Taylor. Discussion was about the council's parameters as outlined in our market strategy (insurance, rules, number of stalls, etc.) and he has agreed to do some research with local stallholders in Kessingland and Great Yarmouth and come back to the **Markets Working Group on Feb. 3 at 1pm**

to make a formal report. He will discuss his findings regarding interest by stallholders, what dates he would hold markets, and details about themes and any other issues.

There would be no charge to the council by Mr. Aryus' company and they would make their fees by charging the stall holders.

The third company was **OMG Market Stalls** owned by Jennifer Penn Wallin. She came by and met with Cllrs Taylor and Barnard. Ms. Penn Wallin did not show interest in a regular traditional market on the Triangle. She suggested quarterly craft markets and that is her area of expertise. Once her focus was established, we talked to her about holding themed seasonal markets on LTC parks (Kensington and Sparrows Nest). She has agreed to do some research with the idea of holding an Easter market on Sparrow's Nest as a "try out the concept" market. She will be back on to talk to the

Markets Working Group on Feb. 4 at 4pm

to talk about what she has found out.

There would be no charge to the council by OMG and they would make their fees by

charging the stall holders.

All companies were told-

All stallholders must be insured and licensed (if licenses were needed)

All stalls must conform with LTC rules regarding hours, types of wares, health and safety, etc. as outlined in the LTC market plan.

The LTC is not prepared to pay fees, but will support the markets with free advertising and other support as it comes up.

The LTC would like themed markets.

The companies would manage the markets and have a representative there during the markets.

Where do we go from here-

The Market Working Group has no authority to contract with any of the companies; that would go to the Events Subcommittee to be minuted and approved.

Here are some recommendations-

Discussion within the group was that paying £12K for 3 markets was not an option.

While we still need to hear back from both companies, the consensus in the working group (pending favourable reports by the companies) was that the Aryus group would manage a weekly market on the Triangle and OMG could manage a quarterly themed market in a park.

Neither would be charged (I need to check if this aspect needs to be approved by council) and would make their money off of charging stallholders, HOWEVER, if the markets are very successful and IF there is added expense on the council this could change.

For the first 6 months, LTC would support the markets by arranging extra rubbish pick ups if needed, see what we could do about traffic on the Triangle, help with publicity, and generally support the markets.

Since there is no budgeted outlay this can be managed through the Events Subcommittee and by officers as simple events.

In the meantime, this report and the reports of the two market companies will go to the Events subcommittee for discussion by a wider group of councillors to make sure everyone is in agreement.