**C&G Committee Meeting**

**21 September 2023**

**Appendix CG68**

**Market Drayton Town Council**

**Markets Working Group Notes**

**Wednesday 5 July, 10.30, Market Drayton Town Hall**

1. **Present:** Cllrs Aldcroft, Hughes, Manton and Nellins

Dermot McGillicuddy & Siobhan Noake, LSD

Iain Mill, Shropshire Council

Sue Thomas, Town Clerk

1. **Notes**

The notes from the meetings held on the 29th March and 17 May 2023 were agreed.

1. **Indoor Market**

Dermot thanked the Town Council for their support at the event held on the 1st July. It was reported that the event was well received by members of the public; there was a mixed response from traders.

There are currently 3 empty stalls; 2 enquiries have been received for stalls.

Dermot distributed a list of the costs for the day that LSD incurred; these costs were not covered within the contract.

Dermot said that there is a common feeling that LSD is at fault for the failing market; no account is taken of the reduction in market traders or the change in people’s shopping habits as discussed at previous meetings.

A copy of the tender schedule was circulated which set out the pricing schedule for the running of the market to help provide clarity as to what LSD are responsible for.

The Annual management fee of £67,000 is for the annual running of the market with a very low level of promotion. As part of the tender submission LSD gave three option setting out different levels of promotion; level one being the lowest. Shropshire Council chose option one.

There are 12 months left of the contract, with the option of an additional 2 year extension.

It was noted that LSD were the only company who tendered for the running of the market on the last two occasions the tender has been advertised.

The Chair said that there has been Chinese whispers in the market about issues discussed in this meeting and he respectfully asked for information not to be passed on.

A discussion took place around extending the £10 per stall charge for the indoor market. Currently Shropshire Council are not keen to extend the period until they can see if the new stalls holders continue.

It was suggested that companies who do not have premises in the town be approached to have a stall; this might not meet corporate objectives.

Other suggestions included having part of the street for Car Boot stalls and/or having a busker outside to attract people.

A conversation took place about promotion of the town and the market.

Siobhan has raised the social media activity and is promoting the market nationally and locally; traders also need to promote the market.

A question was asked about whether having a separate marketing budget to increase promotion of the market would attract more traders. Dermot responded that increased promotion and social media activity could get the message out, but it would not guarantee an increase in traders. There needs to be a draw to attract people traders,

Trying to have the stalls closer together was discussed; some traders have specific areas they prefer to stand.

Promotion of the market on the surrounding roads to make passing travelers aware there is a market on was discussed.

It was suggested that the SC Councillors need to get together and pressure SC to improve the market. Dermot would be happy to attend meetings with SC about future improvements for the market.

A discussion took place about the possibility of the indoor market being open more days; the current agreement is for Wednesday, Friday and Saturday. Could it be used for alternative activities in between markets, to hold events etc.

A brief discussion was had about transport for the rural areas.

1. **Parking**

There is no agreement from SC to offer free parking for traders.

1. **Outdoor Market**

SC waiting to see what effect the reduced rates will have on the indoor market before consider an charging half price for street traders; it will be looked at again in September.