



**Scoping considerations for Scrutiny Committee.  
Review of Markets in East Herts**

What is the purpose of the review – what would it achieve?

**To review the viability and effectiveness of the markets offer in East Herts and to identify achievable outcomes to improve the retail experience of town centres, contribute to the shopping offer and reflect the historical value of the heritage of our towns.**

Intended outcomes:

Increase footfall in town centres

Protect the existing market offer and plan to increase trader numbers

Identify measures that will enhance the market offer and improve the customer experience

Consider council budgets related to markets with a view to improving value for money

Update current policy

Provide outlets for local farmers and producers to sell their produce and products

Scope

Audit review

- Investigate Direct Debit systems
- Review and monitoring of pitch spreading

Hertford Farmers' Market

- FARMA Healthcheck
- Introduce an annual review of licences and investigate seasonal licences
- Update existing producers applications and introduce to new producers

Retail/Charter Markets

- Compare other markets with NABMA members and surrounding local authorities
- Review and update licences on an annual basis
- Link to Council other licencing service ie street trading and charity collections
- Review collection of market waste and street cleansing
- Investigate trader 'winter incentive' schemes on Thursday market during January – March
- Investigate North St closure on Thursday market and rebrand, make links with WI and investigate the possibility of a monthly farmers market.

Specialist/Private Markets

- Liaise with towns to introduce more specialist markets
- Inform towns/parishes/schools etc of the licencing requirements

<p><b>Market Policy</b></p> <ul style="list-style-type: none"> <li>• Review current policy and introduce a clear, customer friendly document</li> <li>• Review criteria, markets within the policy and level of charges and review income and expenditure</li> </ul> <p><b>Assets</b></p> <ul style="list-style-type: none"> <li>• Maximize market stall usage</li> </ul>
<p><b>How would you judge if it were successful?</b></p> <p>The measure will be increased traders, footfall in towns on market days, impact on budgets.</p>
<p><b>What would be the distinct stages and timing of the review?</b></p> <p>FARMA Healthcheck – September 2009          Scoping report and first recommendations - 27 Oct 2009          NABMA markets consultation – September/October 2009          Consultation with public. (for example through Link) – Autumn/Winter 09          Invite external organizations/expert witnesses – January/February/March 2010          Consultation with town and parish councils and town partnerships – Feb/March 2010          Final Report back - 27 April 2010</p>
<p><b>How could our residents (and partners) be involved? (Location of meetings?)</b></p> <p>Consultation in Link magazine/local press and FARMA Healthcheck</p>

<p>Documents/evidence/research  <i>What?</i> Market Policy</p> <p><i>Why?</i> Need to update policy and make more user friendly</p>	<p>Questions to be asked</p>
<p>Site visits  <i>Where?</i> Following consultation results 4 possible visits could be arranged to the following:</p> <ul style="list-style-type: none"> <li>• Non accredited farmers market</li> <li>• Accredited farmers market</li> <li>• One village farmers market</li> <li>• One other retail street market</li> </ul> <p><i>Why?</i> Compare Hertford accredited Farmers market with other farmers' markets accredited and non to see how successful and if there is public awareness if a market does not follow FARMA criteria and build in its own criteria.</p> <p>A neighbouring street market in order to compare layout, road closures, style of stalls etc</p>	<p>Questions to be asked</p> <p>There is an obligation for the local authority to licence all markets under the food &amp; drugs Act, therefore village farmers markets need to comply and be issued a licence to trade. This also acts as a protection for them against other markets. There is a need to determine at what level these markets are charged based on the criteria set out in the revised policy.</p>

<p>Support required from officers <i>Who/What?</i> Paul Pullin/Tilly Andrews</p> <p><i>Why?</i> Economic Development Manager responsible for:</p> <ul style="list-style-type: none"> <li>• RDPE</li> <li>• Lifelong Learning</li> <li>• Hertfordshire Works</li> <li>• SCS Group</li> <li>• Heritage/Museums</li> <li>• Business Engagement</li> <li>• Local Projects eg vacant shops</li> </ul> <p>Economic &amp; Tourism Development Officer responsible for:</p> <ul style="list-style-type: none"> <li>• Tourism Partnerships – local, countywide, regional and national</li> <li>• Marketing and Promotion</li> <li>• Local Projects eg training for tourism businesses</li> <li>• Markets – Policy and Strategy, Development, Management</li> <li>• Economic development – Business Engagement</li> </ul> <p>Communication Team</p>	<p>Questions to be asked</p>
<p>Witnesses <i>Who?</i></p> <ul style="list-style-type: none"> <li>• NABMA</li> <li>• FARMA</li> <li>• Joseph Fitzgerald Sawbridgeworth Town Partnership</li> <li>• East Herts Licensing Officers for charity collections and street trading</li> <li>• Traders and producers</li> <li>• Steve Knights East Herts Council Market Manager</li> </ul> <p><i>Why?</i> NABMA – East Herts Council is a member of this national body. NABMA has substantial experience of policy, operations and legal issues related to markets. FARMA – As above but related to farmers Markets. Traders and producers – our market wouldn't function without them Licensing Officers - to maintain that there is no overlap during market days and that charity collection are not located on a market pitch.</p>	<p>Questions to be asked</p> <p><b>*NABMA</b> = National Association of British Markets Authorities <b>*FARMA</b> = National Farmers Retail and Markets Association</p> <p>Liaise with NABMA to track the progress of the EU directive on markets and it's implication for local policy.</p>

<p>Traders &amp; producers – To identify a link between retail traders and producers. Market Manager – To identify the problems that may arrive during an average market day and possible solutions.</p>	
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