

East Herts Council – Non-Key Decision Record

Record of executive decision made by an individual under Regulation 13 of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012

Reference Number: NKD24/13

Taken by: Councillor Vicky Glover-Ward – Executive Member for Planning and Growth

Decision

Incentive package for new stallholders at Ware Commercial Market

Date of Decision

4 November 2024

Reason(s) for decision

The council's Corporate Plan, LEAF, includes as a key objective under the overarching aim of Acting with the Community, to *'help create thriving high streets, by encouraging local markets'*.

The council runs the Commercial Market in Ware each Tuesday. Unfortunately, in recent times uptake of stalls at the market has fallen considerably and the market is not fulfilling its potential.

The report proposes a 'four free weeks period' for new stallholders at the weekly Ware Commercial Market to run for four consecutive weeks to enable potential new stallholders to assess whether purchasing a pitch licence would be viable for them.

Details of alternative options considered and rejected.

Not introduce incentives – NOT RECOMMENDED as the current marketing of Ware Commercial Market has not seen an increase in stalls while the council's temporary Markets Officer, who has spoken with market stallholders in the district and beyond, believes the incentives could encourage potential stakeholders to test out whether having a stall at the market would be viable.

Trial a shorter or longer number of 'free weeks' or a 'half price licence' or similar package of incentives – NOT RECOMMENDED as the aim is to

make the incentive as clear and easy to understand – ‘it’s free’ – while affording enough time for the stallholder to assess the viability of their continued involvement. The council’s temporary Markets Officer has advised that the proposed incentives would be sufficient for a potential stallholder to assess the case for purchasing a licence.

Does the decision or report contain exempt information?

No.

State nature of any declaration of conflict of interest made by any Executive Member who is consulted by the Member taking the decision

No conflict of interest declared.

State, in respect of any declared conflict of interest, whether any dispensation has been granted

n/a

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