

## **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: NKD24/14**

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

#### **Decision**

Incentive packages for new stallholders at Hertford Commercial Market and Hertford Farmers' 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 Hertford each Saturday. In addition, the council runs a Farmers' Market in Hertford on a monthly basis, each second Saturday of the month. Unfortunately, in recent times uptake of stalls at both markets has also fallen considerably and the markets are not fulfilling their potential.

The report proposes a 'four free weeks period' for new stallholders at the weekly Hertford Commercial Market to run for four consecutive weeks and a 'four free months period' for new stallholders at the monthly Hertford Farmers' Market to run for four consecutive months 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 Hertford Commercial Market and Hertford Farmers' 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/months' 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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