



BIDEFORD TOWN COUNCIL

Minutes of the Market Management Committee

held in the Council Chamber of the Town Hall on,

Thursday 20 June 2024 at 6.30 pm

PRESENT:	North Ward:	Councillor D Bushby Councillor K Hind
	East Ward:	Councillor Mrs J Gubb Councillor J Hellyer Councillor Mrs L Hellyer
	South Ward	Councillor Ms R Clarke (Chairman)
	West Ward	Councillor C Hawkins
	Market Complex	Mrs K Austin
IN ATTENDANCE:		Mr R Coombes (Deputy Town Clerk) Mrs C Parsons (Website / Social Media officer) Ms A Jackson (Marketing / Branding Presentation) 1 x Tenant 1 x Public

15. **APOLOGIES FOR ABSENCE**

N/A.

16. **DECLARATIONS OF INTEREST AND ANY REQUESTS FOR DISPENSATION ON ITEMS ON THE AGENDA**

There were no declarations of interest.

17. **PUBLIC PARTICIPATION SESSION OF 15 MINUTES DURATION**

A Tenant explained their Notice to Quit.

A member of the Public spoke in support of the Tenant and the need for the Town Centre to have more independent shop outlets.

Councillor Hawkins proposed a suspension of standing orders, seconded by Councillor Hind, to debate “a non-agenda item,” in relation to the outgoing tenant.

The Chairman directed that the subject would be discussed in Part II (12.a. To receive any terminations of leases by tenants) and did not call for a vote to be made.

18. **MINUTES**

Proposed by Councillor Bushby and seconded by Councillor Hind, the Minutes of the Meeting held on 23 May 2024 were approved and signed as a correct record.

(Vote – For: 5, Against: 0, Abstention: 2)

19. **ACCOUNTS**

It was proposed by Councillor Mrs Hellyer and seconded by Councillor Bushby, and

RESOLVED: That the lists of payments for 23 May 2024 be approved.

(Vote – For: 7, Against: 0)

20. **CHAIRMAN’S / MARKET ADMINISTRATOR’S REPORT**

The Chairman confirmed that she would attend the Market on Saturday and again on Sunday, Bide-food Festival.

The Chairman confirmed her continued Market Complex visits / walk throughs.

The Clerk will establish a date from members to attend Holsworthy Market.

Mrs Austin confirmed that it is a lovely flat area with an amazing offer.

The Town Clerk has been given the go ahead to submit a Heritage grant application for a structural survey, of the Market Complex.

21. **MARKETING / BRANDING STRATEGY PRESENTATION**

a. The Chairman welcomed Ms Abi Jackson, the Apothecary 8/9 Butcher’s Row, to the Meeting and invited her to make her presentation.

b. Ms Jackson thanked the Chairman, and introduced her presentation, which is attached forming part of these Minutes, by explaining her twenty years’ experience of working within the brand / advertising industry. (She had been observing the issues (within the Complex), noting commentary on and off line, since taking up her tenancy; there has been a lot of negativity.)

c. The Chairman thanked Ms Jackson and invited questions. Points included:

- Development of Market Hall as an Event Venue / Community Hall.
 - The Facility does need to be used.
 - Improve reputation through working together.
 - Solid strategy – attract / approach dedicated businesses consider incentives.

- Councillor Bushby commended Ms Jackson for an excellent presentation. He asked how and when the process could be engaged in terms of identifying strengths, setting out and abiding (branding) protocols (division needs to stop).
 - Ms Jackson identified the need for a broad cross section of stakeholders for a first meeting to include tenants, Committee members, community managers noting outside interested parties who had made positive observations.

The inaugural meeting should allow for consideration of the Complex to play to its strengths, finance, social media, calendar (of Events), break down problems / issues / challenges in order to overcome them.

- Councillor Bushby asked if there was a (consultation) cost.
 - Ms Jackson explained that she would not charge, she has her own business to commit to, market and run, but there would be a consequent benefit from an invigorated Butcher's Row / Complex.
 - It would be a full time job for one; it will require joint working.

It was proposed by Councillor Bushby and seconded by Councillor Hawkins, and

RESOLVED: That the Committee engage with Ms Jackson to coordinate and implement a strategy to revitalise Butcher's Row and the Market Complex.

(Vote – For: 7, Against: 0)

Members discussed the constitution of the meeting to consider, develop, engage and implement the Marketing / Branding initiative.

It was proposed by Councillor Ms Clarke and seconded by Councillor Mrs Gubb, and

RESOLVED: That the inaugural meeting will commence at 5.30 pm on Thursday, 1 August 2024, made up of Committee members and identified stakeholders prior to the formal Market Management Committee Meeting (scheduled to commence at 6.30 pm).

(Vote – For: 7, Against: 0)

22. **MARKET HALL:**

a. Deposit Payments for future bookings.

Councillor Mrs L Hellyer led discussions that included:

The process of hiring the Hall should not be made harder.

- Deposits for Commercial Booking / Event.
- Payment in full to confirm bookings.
- Occasions where Events have been pulled that could have allowed for other bookings; potential loss of income.

It was proposed by Councillor Ms Clarke and seconded by Councillor Mrs Gubb, and

RESOLVED: That the item is deferred.

(Vote – For: 5, Against: 2)

b. Market Hall Public Liability.

Members considered further information provided by the Council's insurer, Zurich, and the Solicitor at NABMA.

It was proposed by Councillor J Hellyer and seconded by Councillor Mrs L Hellyer, and

RESOLVED: That the minimum level of insurance cover for the hiring of the Market Hall is set at £10 million.

(Vote – For: 7, Against: 0)

Councillor Bushby noted that Zurich had stated (Zurich in covering the Council Events, including the running of a Council market) where an individual trader is “a hobbyist” simply to make a little bit of money from their crafts etc they would be adequately covered under the Council's Public Liability insurance. The Council, though would be expected to take into consideration what they are selling. If it something high risk then the Council should insist for them to obtain their own coverage.

If the individual trader is however operating in a business venture, and it is their main source of income, then they would be expected to have their own insurance without exception.

23. TENANT / TRADER REPRESENTATIVE

The Chairman invited Mrs Austin to address the Committee.

Mrs Austin in thanking the Chairman confirmed that she had canvassed tenants eliciting the general request for more advertising, more marketing, a suggestion that the Town Crier is engaged to promote Hall Events and a date for the removal of the scaffolding.

The Clerk confirmed that the scaffolding is scheduled for removal on 21 July 2024.

Councillor Mrs Hellyer requested that the Banner, advertising “Market this Saturday,” is removed when there is not a market scheduled.

24. PART II (CLOSED SESSION)

Proposed by Councillor Ms Clarke, seconded and

RESOLVED: To exclude members of the public and the press to progress matters of a confidential nature under the Public Bodies (Admissions to Meetings Act) 1960 and Local Government Act 1972, ss 100 and 102.

(Vote – For: 7, Against: 0)

The Chairman invited the Market Tenant to remain.

25. CHAIRMAN'S REPORT

Members considered a letter received from the Managing Director of the Devon Traders Association Limited on 31 May 2024.

It was proposed by Councillor Ms Clarke and seconded by Councillor Mrs L Hellyer and

RESOLVED: That a responding letter is sent expressing the Committee’s concerns and position.

(Vote – For: 7, Against: 0)

26. **TENANT / TRADER**

a. Terminations / Applications.

Members had noted and accepted the Notice to Quit given by the Tenant of 26 Market Place.

It was proposed by Councillor Ms Clarke and seconded by Councillor Mrs Gubb and

RESOLVED: That Mr Wade be offered the Tenancy to Market Place Shop Unit 26 on vacation by the present tenant. That he commits to reinstating any changes made.

(Vote – For: 7, Against: 0)

b. Tenant matters.

Members discussed an outstanding debt repayment plan.

It was proposed by Councillor Ms Clarke and seconded by Councillor Mrs Gubb and

RESOLVED: That the debtor confirms their structured payment plan noting that any deviation would lead to Court Action to recover any outstanding payment.

(Vote – For: 7, Against: 0)

The business of the meeting having been completed, the Chairman thanked the members for their attendance and the meeting concluded at 8.10 pm.

Signature of Town Mayor: Date:

Signature of Chairman: Date:

BIDEFORD TOWN COUNCIL - Accounts for approval at the Market Management Committee Meeting - 20 June 2024

Number (All) ▾

Date Entered	PV	Description	Extended Description	Net	VAT	Gross
30/05/2024	(blank)	Triangle	Broadband / line	61.33	12.27	73.60
	BSPM6	Llyds	Service Charges	45.11		45.11
		Robbie D Scaffolding	Bird Cage Scaffolding	900.00		900.00
31/05/2024	(blank)	Coastal Recycling	Waste removal	118.08		118.08
		Clear Sky Publishing	N D Scene - Feature / advert	130.00	26.00	156.00
5/6/2024	BSPM7	TV Licence	(blank)	13.25		13.25
		Mkt recharge	TC staff costs	3,482.36		3,482.36
10/06/2024	(blank)	Vodafone	Phone charges	27.59	5.52	33.11
		Triangle	Broadband / line	61.33	12.27	73.60
		Post Office	Special Delivery	7.95		7.95
		Robeda	Window / Roof Truss repair	2,831.45	566.29	3,397.74
11/06/2024	(blank)	Tamar Trading	Maintenance Items	176.24	35.24	211.48
14/06/2024	(blank)	EDF (995)	Electricity	341.30	17.07	358.37
19/06/2024	(blank)	Nicholsons	Hygiene Items	228.95	45.79	274.74
		JAG Signs	Board updates	769.07	153.81	922.88
20/06/2024	(blank)	Bideford Cobblers and Keys	Standard / Mortice x 2	126.00		126.00
Grand Total				9,320.01	874.26	10,194.27

Bank Balances at	6/20/2024	- Current Account	£	4,418.46
Bank Balances at	6/20/2024	- Deposit Account	£	35,035.92