



**Minutes of the Market Committee held In the Market Chamber on Wednesday 14<sup>th</sup> July 2021 at 4.30pm**

**Present:** Cllr. Parker, Cllr. Stanton, Cllr. Musker, Cllr. Kenneally, Cllr. Shepherd

**In Attendance:** TC  
ATTC  
Market Traders: Loz, Lainey

**914. Apologies for Absence.**  
Maintenance Operative

**915. Declarations of Interests** - To receive declarations of personal and prejudicial interests in respect of items on this Agenda.

**916. Minutes of the Last Meeting** – To sign the Minutes of the Market Committee Meeting held on the 16<sup>th</sup> June 2021.

**Cllr. Kenneally proposed that the Minutes of the Meeting held on the 16th June 2021 be approved. This was seconded by Cllr Musker and agreed. (Vote 4 For, 0 Against, 1 Abstention).**

**917. Matters Arising** – To consider matters arising from the Minutes of the 16<sup>th</sup> June 2021 Meeting not already covered by the agenda.  
There were none.

**918. To hear from a Market Trader representative regarding the Market**

Loz and Lainey Market Traders suggested several ideas that may benefit the market and increase trade such as

- Increase in advertising online through social media, e.g., Instagram, Facebook, Twitter. As well as in and around Holsworthy, e.g., Welcome signs similar to that used in South Molton and on the Link Road that state Holsworthy is a Market town, and that our market day is Wednesday.
- Highlighting new traders and key stalls on social media to increase customers.
- Layout staying as it is due to locals learning the market layout and not purchasing when a trader is in a different place than usual. This decreases earnings for most traders.
- Noticeboard stating which stalls are in the market that day.
- Possibly allow car boot sales to join the market (this idea was discussed further but was not taken forward as it was felt this was not the right sort of Market for this).
- Discount new traders

One of the Market Trader representatives mentioned that Pendeen Car Boot Sales will be open on Wednesday's and Sundays which could have an effect on sales. Cllr. Shepherd mentioned that costs for several of the ideas may be too much considering the market is already making a loss.

The ATTC explained that she has done some research on other Markets in the area and circulated a paper on possible ideas to better market Holsworthy Market. She has started compiling a leaflet which so far has the markets' location, times and a small description of what stall can be found at the market and in the town centre. Once the leaflet has been completed this could be printed and circulated to accommodation providers in the surrounding areas and to other visitor attractions.

She is also looking at other ways the Market can be publicised such as on social media sites not just Facebook but also Instagram, Twitter and TikTok.

**919. Market Manager's Report**

A diagram of a potential layout for the market stalls was provided in the Market Managers absence. This was discussed and was not proposed due to the market traders present stating that when they are placed in different areas within the market they experience a drastic decrease in earnings as people do not know where to find them.

920. **Market Accounts - to discuss the Income and Expenditure breakdown for Holsworthy Market.**  
The TC went through the income and expenditure sheet and explained that the Market is currently making an average loss of £200 per month. Cllr Parker explained about the proposals to build a large storage shed for the Market equipment and other items in a part of Badock Gardens which would help reduce expenditure. A quote for is currently being sourced for all the works required in the Gardens and Sun Lounge and including the storage shed to specify the works required. The storage shed would require planning permission.
921. **To discuss and resolve any other issues relating to the Market.**  
There were no other issues to discuss
922. **Town Clerk's Report.**  
Nothing to report.
923. **Close**  
Cllr. Shepherd closed the meeting at 5:10pm

Signed  .....

Dated  .....