



**Minutes of the Market Committee held in the Town Council Offices on
Wednesday 18th December 2024 at 4.30pm**

Present: Cllrs: D. De ste Croix, P. Brown & S. Preston

In Attendance: Assistant to the Town Clerk (ATTC)
Market Trader Representative (MTR) K. Brown & Market Trader: H. Ley

Absentees: Cllr. W. Dentlinger

1162. To elect a Temporary Chair

Councillor S. Preston Proposed Councillor D. De ste Croix to be the Temporary Chair of the Market Committee Meeting in Councillor N. Kenneally's Absence. This was seconded by P. Brown and agreed. (Unanimous)

1163. Apologies for Absence

Councillor N. Kenneally.

1164. Declaration of Interests – To received declarations of personal and prejudicial interests in respect of items on this Agenda.

Councillor D. De ste Croix asked Councillors to declare any relevant interests as they arise.

1165. Minutes of the Last Meeting – To sign Minutes of the Market Committee Meeting held on the 23rd October 2024.

Councillor S. Preston proposed that the Minutes of the Meeting held on the 23rd October 2024 be approved. This was seconded by Councillor P. Brown and agreed. (Unanimous)

1166. Action Items – To consider Matters arising from the minutes of the 23rd October 2024, not already covered by the Agenda. For Information Only. (Appendix 1)

No matters arose from the action list or minutes.

1167. Market Accounts- To discuss the Income and Expenditure breakdown for Holsworthy Market (Appendix 2)

This year, there has been an increase in expenditures due to additional purchases like sides and barriers. While the market's financial losses have been reduced, the question remains whether the council is prepared to continue funding it in the long term. It was suggested that the market's financial situation should be reviewed annually and alternative sources of income, such as trader contributions and sponsorships, should be explored. The market is viewed as something the town values and should have, despite it operating at a loss. Consideration should be given to the impact cancellations have on the market's profitability and ability to break even. Adjusting the notice period for cancellations to secure greater financial commitment could help address this issue. Additionally, pricing and charging methods should be carefully reviewed to ensure financial recovery.

1168. To hear from the elected Market Trader Representative regarding the Market.

Traders are seeking clarity on their return date, requesting confirmation for either January 8th or 15th, 2025. There is also a proposal for traders near an empty stall to share its use in rotation, ensuring fairness if MO/MM are not informed of cancellations. Some traders have suggested paying a reduced fee, such as £5 or £6, for these extra stalls, but concerns remain about creating an equitable process to avoid conflicts. The idea of using empty spaces for HTC advertisements was also raised. Traders are willing to engage in a process if it is clearly defined and agreed upon.

Regarding market hours, traders have expressed interest in reduced winter hours, suggesting a 2 PM closure with potential extensions during the summer to accommodate more visitors. Pre-agreed arrangements would help ensure smooth operations for market assistants. It was acknowledged that setup times today were rushed, highlighting the need for better organization.

A review of market times is planned for the new year, with a suggestion for a poll in the WhatsApp group to gather traders' feedback. However, there is debate about whether this responsibility lies with the Market Manager or MTR.

MTR to investigate winter and summer hours.

1169. To receive an update from the Market Manager.

Traders have raised concerns about their payments for today, requesting a discount. If the committee wishes to consider this, it can be added to the agenda for the Market Committee meeting in January 2025. However, the Market Manager clarified that prices remain unchanged even if traders leave early. It was suggested that no changes or refunds be made, emphasizing the importance of sustaining the market's revenue and acknowledging the effort involved in setting up the market.

1170. To discuss and agree the process for empty stalls.

It was clarified that traders follow the code of conduct and give notice when unable to attend however, it is noted that sometimes traders have been contacting us too late. They are still required to pay for their gazebo. Discussion ensued.

Councillor D. De ste Croix proposed a rota is introduced allowing all traders to utilise empty stalls with a charge of £6 per gazebo which may be shared. This was seconded by Councillor S. Preston. (Unanimous)

1171. To discuss and agree the reopening date of the Market in the new year.

Market assistants will be available from 15th January 2025. Discussion ensued.

Councillor D. De ste Croix proposed the Market reopens on Wednesday 15th January 2025 and Traders are offered a space at the Coffee Morning on Wednesday 8th January 2025 and be agreed. This was seconded by Councillor S. Preston and approved. (Unanimous)

1172. To receive an update on advertising signage in the Square on Market Day.

To be postponed to Market Committee Meeting in January 2025 as MM is awaiting 1 quote.

1173. To discuss and agree the Market Barrier Signage Sponsorship Letter. (Appendix 3)

Councillors received a copy of the sponsorship letter draft and discussed the amendments needed. Discussion ensued.

- a. To add that the barriers are used 49 weeks of the year weather dependant.

Councillor D. De ste Croix proposed the sponsorship letter is agreed and sent to local businesses with the above amendments. This was seconded by Councillor P. Brown and approved. (Unanimous)

1174. To discuss and agree on whether traders are permitted to have dogs with them while trading at Holsworthy Market.

Brief discussion ensued.

Councillor D. De ste Croix proposed that dogs will not be permitted on the Market and be agreed. This was seconded by Councillor S. Preston and approved. (Unanimous)

1175. Town Clerk's Report.

The Town Clerk had no additional items to report on.

1176. Close.

Councillor D. De ste Croix closed the meeting at 17:24

Signed

Dated

Appendix 1: Action List

Actions from Markets on 18th December 2024

	Action	Who	Completed
1. 24.07.24	Research options for signage to go in various places around Holsworthy such as the Community College Bridge, The wall at Waitrose and other high traffic areas of Holsworthy.	Office	Taken to Markets on 25.09.24
25.09.24	Investigate advertising banners for planters at entrances to the entrances to the Square and purchase 2 barrier banners. Contact businesses for sponsorship of banners at a cost of £200 per year plus Banner cost.	Office	ATTC received renewed quotes RE: Signage for planters at entrances to the Town. To discuss and agree the signage quotes – On Agenda.
2. 24.07.24	To contact the new head of estates regarding the Market's Lease – Once they are in post	Office	To review when more data has been sourced.
3. 18.12.24	Investigate the impact cancellations have on the takings of the Market and agree whether amendments should be made to the Code of Conduct to rectify this.	Committee	Currently cancellations are not impacting takings. Income is being received and will increase due to Action Item 4.
4. 18.12.24	To confirm with traders that if an empty stall is available then the pitch fee is £5 for the gazebo and can be split with another trader.	Office	To publish notice of this agreement in Market Trader's WhatsApp Group.
5. 18.12.24	To do a vote on summer & winter hours for the Market (to do by Vote)	MTR	MTR to report however, due to limited attendance currently, recommend a poll in the WhatsApp Channel.
6. 18.12.24	To review and agree Market Times in the New Year	Committee	To investigate via a poll in the WhatsApp Channel alongside Action Item 5.
7. 18.12.24	To inform traders the market reopens on 15 th January 2025. And inform them they are welcome to trade at our Mayor's Coffee Morning on 8 th January, providing they contact us.	Office	Completed
8. 18.12.24	To amend the Market Barriers Sponsorship letter to include that the market is open 49 weeks of the year, weather permitting.	Office	Amended but is on Agenda to review.

Appendix 2: Market Accounts

Month	Expenditure Details	Amount	Income Details	Amount		Difference	Overall
Apr-24							
04.04.24	Market Assistant	£60.00	Market takings 03.04.24	£92.00			
25.04.24	Market Assistant	£60.00	Market takings 17.04.24	£66.00			
			Market takings 24.04.24	£108.00			
		£120.00		£266.00		£146.00	£146.00
May-24							
01.05.24	Market Assistant	£240.00	Market Takings (Winder)	£44.00			
01.05.24	Welding Repairs	£405.30	Market Takings 01.05.24	£139.00			
01.05.24	Ramp to container	£90.00	Market Takings 08.05.24	£110.00			
10.05.24	Market Assistant	£60.00	Market Takings 15.05.24	£86.00			
17.05.24	Market Assistant	£30.00	Market Takings 22.05.24	£55.00			
22.05.24	Market Assistant	£30.00	Market Takings 29.05.24	£57.00			
29.05.24	Market Assistant	£30.00					
29.05.24	Market Assistant	£300.00					
29.05.24	No Parking Signage	£84.00					
		£1,269.30		£491.00		-£778.30	-£632.30
Jun-24							
07.06.24	Market Assistant	£30.00	Market Takings 05.06.24	£270.00			
14.06.24	Market Assistant	£60.00	Market Takings 12.06.24	£144.00			
14.06.24	Barriers	£746.40	Market Takings 19.06.24	£98.00			
14.06.24	Jockey Wheel	£67.63	Market Takings 26.06.24	£231.00			
17.06.24	Market Assistant	£60.00					
		£964.03		£743.00		-£221.03	-£853.33
Jul-24							
05.07.24	Hardware items	£24.00	Market Takings 03.07.24	£83.00			
11.07.24	Market Assistants	£240.00	Takings 10th & 17th July	£144.00			
26.07.24	Market Barrier storage	£100.00	Market Takings 24.07.24	£84.00			
			Market Takings 31.07.24	£268.00			
		£364.00		£579.00		£215.00	-£638.33

Appendix Continues

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Month	Expenditure Details	Amount	Income Details	Amount		Difference	Overall
Aug-24							
02.08.24	Market Assistants	£420.00	Market Takings 07.08.24	£93.00			
06.08.24	Market stall sides	£2,905.00	Transfer from Earmarked Res	£2,905.00			
			Market Stall Town Band	£43.00			
			Market Takings 14.08.24	£60.00			
			Market Stall Gale	£53.00			
			Market Takings 21.08.24	£84.00			
			Market Takings 28.08.24	£71.00			
		£3,325.00		£3,309.00		-£16.00	-£654.33
Sep-24	Market Assistants	£315.00	Market Takings 04.09.24	£102.00			
	Market Barrier storage	£100.00	Market Takings 18.09.24	£249.00			
	Electricity	£10.30	Market Takings 25.09.24	£98.00			
	Market Assistants	£180.00					
		£605.30		£449.00		-£156.30	-£810.63
Oct-24	Market Assistants	£690.00	Market Takings 02.10.24	£111.00			
	Electricity	£13.68	Market Stall - Gale	£44.00			
			Market Stall - Lindley	£44.00			
			Market Stall - Cornish Crepes	£42.00			
			Market Takings October	£172.00			
Nov-24			Market Takings 06.11.24	£159.00			
			Market Takings 13.11.24	£73.00			
			Market Takings 20.11.24	£38.00			
		£703.68		£413.00		-£290.68	£1,101.31
			LOSS AS AT 31.10.23	-£693.90			
			LOSS AS AT 31.10.22	-			
				£1,123.64			
			LOSS AS AT 31.10.21	-			
				£1,736.02			
			LOSS AS AT 31.10.20	-			
				£1,639.50			

Appendix 3: Sponsorship Letter



Holsworthy Town Council

Manor Office, North Road

Holsworthy, EX22 6DJ

Dear Local Business Owner,

Re: Sponsorship Opportunity: Promote Your Business at Holsworthy's Historic Charter Market

Holsworthy Market is more than just a weekly event—it is a cherished tradition rooted in the town's history. Every Wednesday from 09:00 to 15:00, in the Square, the market attracts locals and visitors alike, offering a diverse range of goods and a unique atmosphere that celebrates our heritage.

We are excited to offer you the opportunity to sponsor an advertising banner on one of the market's barriers. This sponsorship will not only showcase your business but also support and promote this vital part of Holsworthy's history and economy. Sponsorship is available for just **£200 per year**, plus the cost of producing the banner.

Your banner will highlight your business ensuring regular visibility in the heart of town. By sponsoring a barrier banner, you will:

- Connect with a wide variety of market visitors each week.
- Align your business with an ongoing local tradition.
- Support the continued success of our historic market.

Spaces are limited due to a set number of barriers available, so sponsorships will be offered on a first-come, first-served basis.

If you're interested in proudly sponsoring Holsworthy's market tradition, please get in touch at **townclerk@holsworthytowncouncil.gov.uk** or call **01409 253 312**.

Thank you for considering this unique opportunity to partner with Holsworthy Market. Together, we can celebrate and support this cornerstone of our community.

Should you have any questions or need more information, please do not hesitate to reach out.

Yours sincerely,

Tegan Parry

Assistant to the Town Clerk / Market Manager

Holsworthy Town Council

Phone: 01409 253 312

Email: townclerk@holsworthytowncouncil.gov.uk

Website: www.holsworthytowncouncil.gov.uk