

COMMUNITY DEVELOPMENT SCRUTINY COMMITTEE AGENDA

Wednesday, 15th February 2023 at 7.15pm

Council Chamber, Braintree District Council, Causeway House,
Bocking End, Braintree, CM7 9HB

THIS MEETING IS OPEN TO THE PUBLIC
(Please note this meeting will be audio recorded)

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Members of the Community Development Scrutiny Committee are requested to attend this meeting to transact the business set out in the Agenda.

Councillor Mrs C Dervish	Councillor Mrs J Pell
Councillor Mrs D Garrod (Chairman)	Councillor Miss M Weeks
Councillor A Hensman	Councillor Mrs L Wilson (Vice Chairman)
Councillor Mrs A Kilmartin	Councillor B Wright
Councillor W Korsinah	

Members unable to attend the meeting are requested to forward their apologies for absence to the Governance and Members Team on 01376 552525 or email governance@braintree.gov.uk by 3pm on the day of the meeting.

D GASCOYNE
Chief Executive

INFORMATION FOR MEMBERS – DECLARATIONS OF MEMBERS’ INTERESTS

Declaration of Disclosable Pecuniary Interests (DPI), Other Pecuniary Interests (OPI) or Non-Pecuniary Interests (NPI).

Any Member with a DPI, OPI or NPI must declare the nature of their interest in accordance with the Code of Conduct. Members must not participate in any discussion of the matter in which they have declared a DPI or OPI or participate in any vote, or further vote, taken on the matter at the meeting. In addition, the Member must withdraw from the Chamber where the meeting considering the business is being held unless the Member has received a dispensation from the Monitoring Officer.

Public Question Time – Registration and Speaking:

The Agenda allows for a period of up to 30 minutes for Public Question Time. Members of the public may ask questions or make statement to the Committee on any matter in relation to which the Council has powers or duties or which affect the district and matters listed on the agenda.

All questions or statements should be concise and should be able to be heard within the 3 minutes allotted to each speaker.

Anyone wishing to ask a question or make a statement are requested to register their interest by completing the Public Question Time registration [online form](#) by **midday on the second working day** before the day of the Committee meeting.

For example, if the Committee Meeting is on a Tuesday, the registration deadline is midday on Friday, (where there is a Bank Holiday Monday you will need to register by midday on the previous Thursday). The Council reserves the right to decline any requests to register to speak if they are received after this time.

When registering for Public Question Time please indicate whether you wish to attend the Committee meeting ‘in person’ or to participate remotely. People who choose to join the meeting remotely will be provided with the relevant link and joining instructions for the meeting.

Please note that completion of the on-line form does not guarantee you a place to speak during Public Question Time. You will receive email notification from the Governance Service confirming whether your request is successful.

The Chairman of the Committee has discretion to extend the time allocated to registered speakers and the order in which they may speak.

In the event that a registered speaker is unable to connect to the meeting, or if there are any technical issues, their question/statement may be read by a Council Officer.

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Health and Safety:

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Documents:

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Comments and Suggestions:

We welcome comments to make our services as efficient and effective as possible. If you have any suggestions regarding the meeting you have attended, you can send these to governance@braintree.gov.uk

1 Apologies for Absence

2 Declaration of Interests - Scrutiny Committee

1. To declare the existence and nature of any interests relating to items on the agenda having regard to the Code of Conduct for Members and having taken appropriate advice (where necessary) before the meeting.

2. To declare the existence and nature of any instruction given by or on behalf of a political group to any Councillor who is a member of that group as to how that Councillor shall speak or vote on any matter before the Committee or the application or threat to apply any sanction by the group in respect of that Councillor should he/she speak or vote on any particular matter.

3 Minutes of the Previous Meeting

To approve as a correct record the minutes of the meeting of the Community Development Scrutiny Committee held on 19th October 2022 (copy previously circulated).

4 Public Question Time

(See paragraph above)

5 Scrutiny Review into Markets and Associated Events within the Braintree District **5 - 16**

COMMUNITY DEVELOPMENT SCRUTINY COMMITTEE
SCRUTINY REVIEW INTO MARKETS AND ASSOCIATED EVENTS
WITHIN THE BRAINTREE DISTRICT
(SCRUTINY REPORT)

EXECUTIVE SUMMARY

The topic 'Markets and Associated Events within the Braintree District' was submitted as a means of analysing how markets have been regulated and managed by the Council over the last five-year period and in order to help unify the Council's approach in this respect.

NOTES FROM THE CHAIRMAN

Traditional markets have played a significant role in the UK's towns and cities for centuries. Local authorities are still the main provider of markets. They not only play a vital economic role, but also contribute in a number of positive ways to a wide range of other policy areas including healthy eating, culture, tourism, helping families on low incomes and new-start opportunities and regeneration.

The 2021/22 National Markets Survey undertaken by the National Association of British Market Authorities (NABMA) indicates that the industry faces major challenges in the years ahead. The number of traders in the UK was around 46,000 in 2009, and the occupancy figures in 2022 are approximately 17,000. The survey has also revealed that only 8% of traders are aged under 40, which would suggest that markets may have a problem in terms of occupancy in the coming years, as older and more experienced traders retire from the trade.

From a community development perspective, this Scrutiny Review sought to establish the Council's approach to holding markets and associated events across the District, and whether these are cost effective for the Council and meeting the needs of the communities.

TERMS OF REFERENCE

Key questions for the Scrutiny Review were agreed:-

1. How are markets/events regulated and arranged by the Council, especially over the last five year period? Look at how many applications from traders/retailers have been received and/or refused over the last five years?
2. How does the Council support and advertise its markets/events? What support market traders were offered during the Covid-19 pandemic (e.g. promotional advertising, Government grants, etc.), and what was the uptake?
3. What roles do different Council teams have in terms of arranging organising/managing markets and associated events, and how effective is collaboration across these teams? (e.g. regular vs. 'speciality' markets).

4. What partners and/or outside bodies does the Council work with in order to help organise, manage and advertise markets and associated events? (e.g. National Association of British Market Authorities).

5. What are the impacts of regular vs. 'speciality' markets and associated events on local areas and communities? (e.g. public transportation to and from surrounding villages on market days, safe cycle parking at or near market sites, etc.)

FIRST EVIDENCE GATHERING SESSION (10TH AUGUST 2022)

Members received a presentation and information from Braintree District Council's Officers Mr. Steve Wilson; Operations Manager and Mr. Philip Taylor; Markets Superintendent. Members heard how markets/events are regulated and which areas of the Council participated. These included Planning (Economic Development), Chief Executive's (Communications and Marketing), Environmental Health (Licensing), Operations (Street Scene and Waste Management). Essex County Council (Trading Standards) are also involved.

The Committee heard about the operations primary functions; monitoring compliance with the Market Terms and Conditions, including Health and Safety, food safety, the validating and vetting process for new stall holders including monitoring of mandatory public liability insurance which must be a minimum of £5m cover. Trading Standards would attend the market on an occasional basis. The committee felt the systems and procedures are comprehensive.

The Committee also enquired about the number of applications from traders/retailers which had been received. Applications were considerably higher for the specialty street markets. The committee was pleased to hear that officers kept a list of reserve traders for occasions when replacements were required at short notice.

The table below demonstrates the applications received for the speciality street markets:

Year	Applications from Traders	Reserve Traders	Unconfirmed Applicants	Applicants self-withdrawn or cancelled
2022 (to Oct)	82	9	13	4
2021	79		21	
2020	There were no street markets			
2019	98			16
2018	No records identified			
2017	No records identified			

The traditional Braintree markets averaged 18 traders, with the occasional casual trader, whereas the speciality markets attracted much larger numbers of traders, often three times as many as the traditional weekly markets.

Braintree holds a market every Wednesday and Saturday and Witham holds one on Saturdays. These markets were looked at for the purposes of the Scrutiny Review. The Wednesday markets are chartered, which means that legally the market must be held irrespective of the number of traders and increases the cost for traders. Another market in Witham was available as a very old charter, which was reinvigorated by a group set up in Witham. Halstead's charter is held by the Lord of the Manor and is operated by a private organisation. (Privately organised markets did not form part of the Scrutiny Review).

Market pitch fees were discussed and it was felt that these are comparable with other local towns. Other market towns are occasionally visited and examined elsewhere. There is an option of hiring equipment such as 'pop-up' stalls from the Council which is often taken up for trial purposes by new traders. Stall holders choose which methods of payment are used. However, more are offering cashless payment options.

A virtual market was introduced by the Council in March 2020 and was well received during the Covid-19 pandemic and it was agreed that the communications and marketing team provided excellent advertising and promotional information and supported the market as much as possible during this difficult time. However, the figures indicate that the market is now running at a loss, in part because a numbers of businesses ceased with their businesses due to the impact of the pandemic. Legislation required that only food businesses could trade and many were classed as non-essential retail.

Members viewed the market income trend analysis:

Year	Income	Expenditure	Net Surplus / Deficit
2013/14	£123k	£51k	£72k
2014/15	£107k	£50k	£57k
2015/16	£90k	£49k	£41k
2016/17	£85k	£49k	£36k
2017/18	£68k	£52k	£16k
2018/19	£68k	£44k	£24k
2019/20	£56k	£55k	£1k
2020/21	£26k	£45k	£19k
2021/22	£35k	£51k	£16k

It is recognised that recovery from the pandemic has been slow (physical markets started again in July 2021), online shopping is an attractive option, there has been increased competition from supermarkets and discount retailers, there is competition from other market towns and of course, poor weather is a disadvantage for an outdoor market. However, due to the Cost of Living Crisis from mid 2022 to date, markets are appearing to be quite busy again.

The opportunities for markets was also discussed and the newer monthly specialty markets have been well attended with younger traders bringing more creative and innovative products, people dining and socialising amid the buzz of the market atmosphere. The new regeneration of the town and pedestrianisation appears to have increased footfall and the feedback is very positive.

Potential farmers markets were raised by the committee to add diversity and variety to the district's markets and it was pleasing to hear that the Council is giving consideration towards appointing new farmer markets. However, the monthly street markets are well received and it is noted that independent organisations hold small farmers markets in many of the district's villages.

The meeting and presentation may be viewed via the Council's YouTube Channel: <https://www.youtube.com/watch?v=tPlpabDW56k>

SECOND EVIDENCE GATHERING SESSION (31ST AUGUST 2022)

Members received a joint presentation from Braintree District Council's officers, Emma Goodings; Head of Planning and Economic Growth, and Louise Raine; Economic Development Support Officer. Mr Phil Taylor; Markets Superintendent was also in attendance. The committee also heard from Ms Olivia Washington; market trader ('Olivia's Curiosities/Olivia's Oddities') and regional finalist in the National Market Traders Federation Young Traders Market competition 2022. Ms Washington spoke about her experiences as a trader.

The origin of the monthly street market concept first emerged in response to the need to rejuvenate the district's town centres and attract a larger footfall. The planning process behind events such as the Christmas Light Switch-On was explained, together with the budget. Overall, these events have been well attended. It is felt that customers are looking for a more 'unique experience' which includes consumption of food and drink with friends. One of the fundamental aims of the street markets concept was to engender a sense of community back into the Braintree town centre and the wider district, and it was felt that the street markets had been successful in this regard. They also meet key points within the Council's Corporate Plan. To date the Council has had approximately 400+ unique businesses who have applied to trade since 2017.

The support that the Council offered traders together with Government support during the pandemic was discussed in more depth and it was felt that this was comprehensive in every respect.

Questions were asked around the use of footfall measurement. Footfall counters via a third party had been used in the past but was felt to be too costly and unreliable for a number of reasons. This is awaiting new technology which may be available in the near future. One of the Council's business tenants is currently developing a piece of software that measures footfall and it is possible that the Council could work with them to trial this technology.

Members heard from Ms Washington. She provided information about her business, how she found the Braintree and Witham markets and also one in Suffolk which she also attends. Ms Washington entered the National Market Traders Federation Young Traders competition and members were advised about the process. Ms Washington won the 'Highly Commended General Retail Category – later advertised on the National Market Traders Federation website.

The meeting and presentations may be viewed via the Council's YouTube Channel:
<https://www.youtube.com/watch?v=tPlpabDW56k>

THIRD EVIDENCE GATHERING SESSION (19TH OCTOBER 2022)

Members received a presentation from Natalie Sadler; Marketing and Communications Officer and evidence was heard from Councillor Tom Cunningham; Cabinet Member for Economic Growth.

The Marketing and Communications Officer detailed the process behind the promotion of both the traditional and street markets, she explained the extensive marketing that had been taking place on social media, outdoor advertising, newsletters etc. Traders participated by sharing posts and stories, and tagging information on social media platforms. Regular press coverage and partner support is also evident. This work has been exceptional.

The Committee noted the huge resource implications associated with the promotion and organisation of the Street Markets and other events in the town centres and the resource implications that had on various teams within the organisation. In this respect, Members would draw attention to 'Other Considerations' shown below.

A question was raised about the lack of seating in the High Street and town centre. Councillor Cunningham explained that it was intended that this space be kept open and versatile in order to help facilitate future events. Other factors, such as the need for there to be provision for emergency vehicles and retail deliveries had to be considered within the Council's event planning process. It was added that many of the food establishments now included outdoor seating. In this respect, Members would draw attention to Recommendation 10 shown below.

A question was raised about the deterioration of transport facilities between Braintree Shopping Village and the town centre. Councillor Cunningham explained that there was a historic Section 106 agreement for a transport service between Braintree town centre and Braintree Village (previously Freeport Designer Village). The Section 106 agreement had paused following the conversion of Freeport to Braintree Village in 2019. Members were advised that discussions were underway. In this respect, Members would draw attention to Recommendation 5.

The meeting and presentation may be viewed via the Council's YouTube Channel:
<https://www.youtube.com/watch?v=tG5JdKFZl6g>

CONCLUSION OF THE SCRUTINY REVIEW

Having reviewed all the evidence within this Scrutiny Review the Committee has identified that:

- The Council was reactive, proactive and effective in supporting traders during and following the pandemic by:

- Introducing a virtual market via the Council`s social media feeds to provide an alternative platform for traders to interact with customers
- Supporting the `shop local` and `small business Saturday` campaigns
- Traders were also offered free listings on the `Visit Braintree District` website, as well as digital assets that they could utilise themselves
- Some traders also engaged with the `Click It Local` online sales and delivery platform, which was funded by the Council which provided traders with an alternative means of reaching customers and selling their products
- Following the pandemic the Council had utilised the Government`s "Welcome Back" funding scheme to fund a food and drinks market in February 2022. This received positive feedback but required a huge amount of additional resources
- Consideration had been given to how best to encourage young traders to participate within the area. Unfortunately there was not enough interest generated from the 18–30-year-old age bracket to make the suggested Young Traders Market a reality, so younger traders were accommodated within the regular markets and speciality street events
- Following the pandemic markets were re-started in July 2021. Unfortunately, some of the historic market traders had ceased with their businesses due to the impacts of the pandemic and it had taken a prolonged period to rejuvenate the markets and encourage residents back into the town centres. The Committee is concerned that if the Council is not proactive in reinvigorating the markets then the resource could be lost. The Council has a role to play to attract people and maintain the service that we provide and generate finance for the authority.

Market income had more than halved from during the Covid-19 pandemic, expenditure had only dropped by approximately 20% and this had resulted in a £19k deficit in 2020/21. Figures for 2021/22 showed an improvement, but expenditure was high, resulting in a £16k deficit.

Historically the market income was significantly higher, expenditure was usually approximately 50% of the income, resulting in a healthy surplus year on year

- The speciality street markets:
 - Were well attended and attracted a larger, more diverse audience who were enthusiastic with the wider range of traders
 - Had been successful in delivering their original purpose, to restore a sense of community in the town centre and wider district
 - Attracted more visitors into the town centre and helped to increase the rate of trade within local businesses, which had been particularly important following the pandemic
 - Required a huge amount of resource to organise and run
- The pedestrianisation of the town centre had significantly positively impacted interest in and footfall at the markets
- The Council was giving consideration to the introduction of farmers markets to add diversity and variety to the district`s markets
- The Head of Planning and Economic Growth and the Development Support Officer- Economic Growth worked collaboratively with the Market Inspector and the Operations Manager to effectively arrange, organise and manage the

markets. They also engaged with the George Yard Shopping Centre in Braintree, who provided additional space for traders when necessary and the St John's Ambulance who provided a service for the larger scale events such as the Christmas Lights Switch-On

- The markets were well regulated and organised:
 - The application process for market traders was detailed and efficient and enabled Officers to identify the trader's requirements. It was unusual for an application to be refused, and would normally be a result of a duplication of traders, although this was carefully managed when mapping the locations of traders stalls
 - Traders were provided with information packs and 'market maps' in advance of trading days which provided useful information such as arrival times, parking, location in the town centre and a sequencing plan for arrival
 - Traders were encouraged to pre-pay for their pitches, rather than pay on the day
 - Feedback was sought from traders following each event as to their experiences on the day, any issues that had arisen and what could be improved going forward
 - Officers from the Economic Development Team had been proactive in attracting new traders by attending other neighbouring market events and speaking to traders about the possibility of trading within the Braintree District. There were a number of pop-up stalls available to hire and trial to support new traders, and these were advertised through the Council's social media channels
 - Footfall counters had previously been employed at a cost of £10k per annum. The contract ended during the pandemic and was not continued due to cost and the inaccuracy of the service provision. One of the Council's business tenants was currently developing a piece of software that measured footfall, and it was hoped that the Council could work with them in the future to trial this technology
 - Traders were "not allowed" to park their vehicles on the markets unless "essential" for their market stall. There were ongoing discussions with individual traders as to the appropriateness of different vehicles around this, but it was underlined that there was plenty of nearby parking available across the town centre
- The markets were effectively and adequately advertised, although a number of potentially useful additional marketing suggestions had been identified:
 - There was a variety of physical branding used in the town centres such as a-boards that the Council had been able to purchase through Government funding to effectively advertise the markets
 - The specialist street markets had separate branding from that of the regular markets which was used on the Council's website and social media channels, and was printed on to posters for use on local noticeboards
 - Bloggers and Vloggers had attended past events such as the Christmas Lights Switch-On, which enabled those events to be promoted more widely via social media and YouTube

- It was suggested that a written communication could be sent to some of the more rural businesses in the District to see if they would be interested in trading at the Braintree markets

RECOMMENDATIONS OF THE SCRUTINY REVIEW

With regards to the second Term of Reference; “*Recommend any further assistance that the Council could deliver during the current financial year in order to support the District’s residents further.*”

Following the conclusion of the Scrutiny Review, the Committee has the following recommendations:-

Recommendation 1

The market industry is a significant employer at a local level. It is suggested that Braintree District Council run a marketing campaign in an attempt to encourage and recruit traders and actively promote the market industry at their annual Job and Skills Fair. It is suggested that the Council consult with the National Association of British Market Authorities for information and/or potential participation in this respect.

Recommendation 2

In order to encourage new traders, it is suggested that the council display links on the Council’s website to the organisations associated with markets such as the National Market Traders Federation, the National Association of British Market Authorities and the Farm Retail Association.

Evidence:- The National Market Traders Federation offers a wealth of benefits to their members, including public, product and employer’s liability protection up to £10 million, the cover for costs relating to HMRC enquiries; including PAYE and VAT disputes, start-up and general business advice and advertising. Braintree District Council do not currently hold membership to the National Market Traders Federation.

Recommendation 3

Whilst footfall measurement has occurred in the past, it is suggested that the Council considers other methods of footfall measurement if it becomes available at a reasonable cost. The Council has a business tenant who is currently developing a piece of software for this purpose and the committee would encourage participation in a trial, should it come to fruition. The Council may also wish to explore the company Springboard; a UK based MRI software company and provider of footfall counting and artificial intelligence (AI)-powered analytics to government bodies.

Evidence: The Institute of Place Management, who has undertaken research and reviews into markets, says “The ability to attract footfall to a location is a key indicator of vitality, so testing for a market effect, establishing the contribution of individual markets to locations’ overall footfall patterns, profiles and performance will demonstrate the contribution of markets to a centre’s vitality and longer-term economic viability”.

Recommendation 4

Whilst the virtual market was successful during the pandemic 2020, there is still reference to this on the Market Trader Application Form on the Council's website. It is recommended that all reference to the virtual market is now removed as it has ceased to be an available option.

Recommendation 5

There has been a lack of transport for customers to commute to and from Braintree Shopping Village since 2019. It is suggested that this is sought to be resolved at the earliest opportunity, particularly on market days, to benefit customers exploring both areas.

Evidence:- Members of the group felt that the public valued the free bus link between the town centre and Braintree Village and wished to see it reintroduced.

(NB: Since writing this report Essex County Council, jointly with Braintree District Council has launched the proposed Braintree Future Transport Strategy consultation; ending 09/01/2023 which focusses on Braintree town, looking at how people travel, the transport challenges and opportunities in the town, and sets out a vision and objectives to help guide future developments. The Committee hopes that the overall travel between the town and shopping village is considered).

Recommendation 6

It was suggested that Braintree District Council reach out to smaller businesses and the Committee is pleased to see that officers responded to this with their social media channels. Many businesses may not have considered that a street market, together with associated social media and other media coverage, may benefit their business. It is recommended that businesses, in particular small businesses (smaller makers) throughout the entire Braintree District, which produce a product/goods or services, and which could conceivably be advertised and/or sold in a street market, should be contacted with a view to offering a 'taster' day, to include the potential provision of a pop-up stall. This could perhaps include local charities to add variety.

Evidence:- This type of event is likely to be to the benefit of all parties and customers. It would also facilitate communication between Braintree District Council and more remote businesses who have not previously engaged with the Council.

Recommendation 7

To explore the possibility of Braintree District Council offering Parish Councils social media and communications IT training to support and encourage the sharing of Braintree District Council's content regarding markets and events with their residents through their own social media activities.

Evidence:- Braintree District Council's Communications and Marketing team advised that the distribution and sharing of their content is well received and helpful to encourage participation and customers. This could widen the trader and customer base.

Recommendation 8

It is noted that the National Markets Trader Federation Young Traders Market competition for young entrepreneurs aged 16 – 30 years had a participant from the

Braintree District. The East of England regional final was hosted by West Suffolk Council in Bury St. Edmunds in July 2022. It is recommended that Braintree encourage traders to participate and apply to host next year.

Evidence:- This provided positive media coverage and attendance to the market. The latest National Association of British Markets survey suggests that currently only 8% of traders are below the age of 40.

Recommendation 9

That the Council runs a public consultation to find out what is important to customers such as the opening hours, how residents use the markets and how the Council can support more people to become traders, what additional facilities and support traders might need to improve their trading conditions and increase income. To also understand support for sustainability; such as use of less plastic and increased recycling, what range of products they would hope to see and the views from young people and start-ups.

That the Council then go forward to create a Markets and Events Strategy to provide a vision for the future and strong framework. This would benefit the Council's operations team, traders and customers. It could include a local plan for each market and propose a series of activities to ensure that the markets thrive during the lifetime of the strategy and beyond.

Evidence:- To explore new ideas arising from consultation. To support the delivery of the Council's actions. To determine and monitor the sustainability of the markets.

Recommendation 10

The Council run a regular focussed periodic review to keep in touch with the needs of customers, traders, residents and business and to assess the level of satisfaction and aspired changes and adaptations to this service.

Evidence:- To meet the Council's corporate priorities; Connecting People and Places, Supporting our Communities, Delivering and Innovating, Enhancing our Environment and Promoting Prosperity.

OTHER CONSIDERATIONS

The Braintree market charters date back to 11th Century and relate to ancient law. For example, the charter for Halstead is held by the Lord of the Manor. It is understood that no one else can hold a market within seven miles of Halstead and it must be sited on the steep hill on the high street (which traders find difficult). This is regulation in its earliest form. Modern markets are much easier to understand.

Traditional markets are part of our heritage and have played a significant role in towns and cities for centuries. However, their central community role is threatened by changes in retail trends, public sector cuts, regulation; which has an associated cost and the lack of transport for people living in rural areas. For the majority, the absence of a regular market is unthinkable, but it is recognised that it is not cost effective for the Council. This is a dilemma and the Community Development

Scrutiny Committee would encourage the Council to continue to find new ways to bolster these traditional and much-loved events.

The Institute of Place Management (IPM) at Manchester Metropolitan University conducted a comprehensive review entitled Markets Matter; Reviewing the evidence and detecting the market effect (first published 2015) and identified 25 reasons why markets matter:-

Markets matter economically:-

- Markets have a significant turnover and notable multiplier
- Markets positively impact on town centres
- The markets industry is a significant employer nationally and at a local level
- With low barriers to entry, markets are excellent business incubators and support business formation
- Markets contribute financially to local activities
- Markets support inter and intra-generational economic mobility
- Markets provide employment and self-employment opportunities that are open to all
- Markets create multi-use and multi-scale economic environments, promoting commerce and competition
- Markets contribute to making other businesses viable
- Markets increase town centre resilience
- Markets provide access to affordable goods
- Markets attract tourists

Markets matter socially:-

- Markets are places of social interaction
- Markets facilitate community cohesion and social inclusion
- Markets are crucial to the distinct identity of a town or area
- Markets animate vacant or underused space
- Markets benefit disadvantaged communities
- Markets contribute to community development

Markets matter politically:-

- Markets promote sustainability
- Markets offer food security
- Markets promote community health
- Markets are places of innovation, experiment and education
- Markets engage people in society
- Markets are flexible
- Markets shaped the world we live in and are part of our cultural heritage

The full report by the IPM can be found at:-

<https://v1.placemanagement.org/media/19883/markets-matter-final.pdf>

The National Association of British Market Authorities states: “*The NABMA has continued to lobby for industry funding and as a result is pleased that the Shared Prosperity Fund, with some £2.6 billion, is available until March 2025. NABMA has persuaded government to make a specific reference in the guidance to supporting markets, so*

this is a great change to get some additional funding that can be used for capital and revenue purposes, with its administration by unitary and district councils, but available through partnership arrangements that should include local councils. This means that our members can, for example, bid to procure resources to get new traders, to support Love Your Local Market and other initiatives operated by the National Association of British Markets and the National Market Traders Federation.

The NABMA 2022 report can be found at:

<https://nabma.com/wp-content/uploads/2017/06/ManifestoMay17.pdf>

LINKS TO MINUTES AND AGENDAS OF MEETINGS

- [10 August 2022](#)
- [31 August 2022](#)
- [19 October 2022](#)

ACKNOWLEDGEMENTS

Members of the Community Development Scrutiny Committee would like to thank the following individuals for their contribution to the Scrutiny Review:-

- Councillor Tom Cunningham (Cabinet Member for Economic Growth)
- Emma Goodings (Head of Planning and Economic Growth Braintree District Council)
- Louise Raine (Economic Support Officer Braintree District Council)
- Natalie Sadler (Marketing and Communications Officer Braintree District Council)
- Philip Taylor (Markets Superintendent Braintree District Council)
- Olivia Washington (market trader)
- Steve Wilson (Operations Manager Braintree District Council)