



HAILSHAM TOWN COUNCIL

Communities Committee

AGENDA

NOTICE IS GIVEN OF a meeting of the COMMUNITIES COMMITTEE to be held in the James West Centre, Brunel Drive, Hailsham

Monday 5th August 2024 at 6.00pm

1. **Public Forum**

To deal with any questions or brief representations from members of the public relevant to the remit of the committee, in accordance with Standing Order 1. and Hailsham Town Council policy. (15 Minutes)

The Order of business to be transacted will thereafter be:-

2. **Apologies for Absence**

To receive apologies for absence of appointed members.

3. **Declarations of Interest**

To receive notice of declarations of personal or prejudicial interests in respect of items on this agenda.

4. **Minutes of previous Meeting -**

4.1 A) To note the Minutes of the Meeting of the Communities Committee held 1st July 2024

4.2 B) To receive an update about progress of resolutions from the last meeting of the Communities Committee on 1st July 2024

5. **Street Markets**

To consider a letter from Street Market Traders, and to consider the frequency of the markets

6. **Youth Service**

Update

7. **Street Art**

Update on the project

8. **Hailsham Forward**

To receive an update on the activities of Hailsham Forward

9. **VE Day**

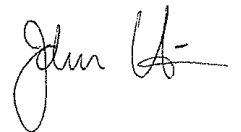
Update on the event on Saturday 10th May 2025 to mark the 80th Anniversary of VE Day

10. **Christmas Light Switch on**
Update
11. **Christmas Market**
Update
12. **Community Forum**
Update
13. **Hailsham Bonfire Society**
 - i) To consider the date for the Flaming Fun Day Event 2025
 - ii) Update on Bonfire Society
14. **Lions**
Update
15. **Hailsham Festival**
Update
16. **Farmers' Market**
Update
17. **Hailsham FM**
Update
18. **Hailsham Parish Church**
Update
19. **Remembrance Day**
Update
20. **Hailsham Run**
Update
21. **Stand Proud Event**
Update

Dated this 30th July 2024

Committee Membership:

Councillor K. Blundell-Smith
Councillor C. Bryant
Councillor A. Clarke
Councillor F. Clarke
Councillor K. Nicholls
Councillor A. Ricketts
Councillor D. Chapman



JOHN HARRISON
Town Clerk

Substitutes for Communities Committee:

Councillor B Holbrook
Councillor D. Rusu
Councillor G. White

REPORT TO: COMMUNITIES COMMITTEE

DATE: 5TH August 2024

BY: KAREN GIDDINGS, PLANNING AND ENVIRONMENT OFFICER

TITLE OF REPORT: STREET MARKETS: TO CONSIDER A REQUEST FROM STREET MARKET TRADERS TO CHANGE THE FREQUENCY OF THE MARKETS

BACKGROUND:

In April 2024 a request was taken to the Communities Committee to reduce the Street Markets, to hold them twice monthly, on the 1st and 3rd weekend of the month, rather than weekly:

Minutes from the Communities meeting on 8th April 2024:

K. Butcher addressed the Committee in relation to her proposal to reduce the markets to two markets per month.

She advised a number of markets had been cancelled recently due to the bad weather.

It was proposed to hold markets on the 1st and 3rd Saturdays of the month.

K. Butcher reported that this would allow more focus to be given to the two markets, with possibly live bands or a “Buskers Corner” held at one of the markets, every month, and with the aim to make the two monthly markets bigger and better.

The reduction would also allow staff to have two Saturdays off a month, rather than working every Saturday.

K. Blundell considered that the decision to reduce the Street Markets to two per month should be considered at Full Council rather than at the Communities meeting.

Four Councillors voted in support of this motion:

K. Marie Blundell Smith, D. Chapman, A. Ricketts, C. Bryant

RESOLVED that the proposal to reduce the weekly street market to two markets per month is considered at the next Full Town Council meeting in May

The request was then taken to the Full Council meeting in May 2024.

Minutes from the Full Council meeting on 22nd May 2024:

Hailsham Market

The Communities Committee meeting held on 8th April 2024 had referred this item to Council for a decision.

Members were asked to consider the officer's report that had been circulated with the agenda.

Mrs Butcher spoke on her recommendation to reduce the weekly market to fortnightly.

Councillors Ricketts, A Clarke and Bryant were broadly in agreement with the proposal. Councillor Blundell-Smith spoke against the proposal.

She said that the data asked for were not included in the officer's report.

Councillor Blundell-Smith proposed that the relevant data be provided and that the market remains weekly until they can be examined.

This proposal was seconded by Councillor Crittenden.

This proposal was lost by 10 votes to 6.

Councillor Nicholls proposed that the market is reduced to fortnightly with immediate effect and reviewed by a working group to be formed.

This proposal was seconded by Councillor F Clarke.

This proposal was carried by 12 votes to 2.

RESOLVED that the market is reduced to fortnightly and reviewed by a working group to be formed.

Councillors Blundell-Smith and Crittenden requested that their opposition to the proposal be recorded.

LETTER RECEIVED FROM MARKET STREET TRADERS

The Town Council has received a letter from 5 of the street market traders, asking the Council to rescind this decision and go back to weekly markets. The letter is below and K. Butcher's responses are in red, in the letter:

Hailsham Town Council 23rd July 2024

Reference decision to reduce Hailsham Street Market to 1st and 3rd Saturday each month.

Dear Councillors,

We are asking the council to revoke the decision to change the street market to the 1st and 3rd Saturday each month instead of weekly.

We fully support the want to make the market more attractive to local people, as well as visitors, but strongly believe this is not the right way forward and may well just kill the market completely. The pitch fee increases and not being able to unload on the square anymore have not helped.

K. Butcher response:

We increased the market pitch fees as the market was losing money. These fees also cover the market rates and the licensing fee for a market to be held on this site.

The reason for not being able to drive onto site is due to property being hit and a child nearly being knocked over. I spoke with Wealden District Council, and they have stated that no one is allowed to drive onto site this also includes HTC staff when they have to set up the market.

The reasons we are asking that the decision is revoked are as follows:

- There was no consultation with all the market traders (possibly any of them?).

At the Communities Committee meeting on 6th April when this matter appears to have been first suggested by Kayleigh Butcher there was no one from the street market present, only one trader from the farmers market. We have been told by Kayleigh Butcher when we asked her about consultation with traders 'that she had spoken to some traders earlier in the year'. None of us undersigned were consulted so who exactly did she consult with, how and when? Where are the results of the consultation?.

K. Butcher response:

I did not speak to traders about reducing the market at the beginning of the year as I wasn't thinking of reducing it at the time.

I asked the traders who had been trading throughout the beginning of the year, (which were not many at all) how they were finding the market at the time.

I had a response from the 3 traders, which is what I then used to look at changing the frequency of the market.

- At the full committee meeting on 22nd May, Kayleigh put the suggestion forward and two councillors were asking for data/information to be presented that had been requested – it was not presented and they were overruled. Why was data to evidence the rationale behind this change not presented as it had been requested? How did councillors come to the decision that this was a good idea that would benefit the town when no evidence was presented and no representation was made by the any market traders who are there every week?

K. Butcher response:

I was not asked to provide data to take to Full Council. I was asked to bring it to the Communities Committee and I included that information in the report.

The data stated the costings of the market, who was trading when and how often, and it also stated when the Council had to cancel the market due to bad weather or any other unforeseen circumstances.

- Market traders were only informed of this change by email at the end of May 24 that it would start in July – with 3rd July being the first market under the new regime. That was then cancelled ‘due to staff having to work elsewhere’.

K. Butcher response:

The 6th July 2024 Market was cancelled due to market set up staff having to arrange the HTC office move over this weekend. They were unable therefore to set up the market.

The Town Council move was originally meant to be the weekend before, but this move had to be postponed to the following weekend as service changes were not ready and the temporary offices were not ready to be moved into.

- We have not seen anything confirmed with respect to events/entertainment that we were told would be happening with the markets to help create ‘more of a buzz in town’.

K. Butcher response:

The plan was to start introducing Buskers and entertainment into the markets I am currently working on bringing more entertainment to the market, we currently have a couple of people who will be busking at the markets over the coming weeks and months

- Kayleigh suggests that this change would be a good thing for the gentlemen who put the gazebos up and take them down as they would get two Saturdays off a month – yet they were just as surprised by this decision as the traders were and are bemoaning the fact they are losing the overtime.

K. Butcher response:

As we currently only have 2 staff members who can set up the market we cannot expect them to work every weekend as they do not get a break. We did speak with the staff back in April regarding looking at the change in frequency of markets and staff members were agreeable with these changes.

- Alternative solutions to increasing the number of traders and therefore very likely to increase the footfall in the town have not been tabled and explored. If the farmers market is not busy either, us not being in Vicarage Square is not going to make any difference to that. It is not well promoted and people struggle to find it. What about bringing the two markets together in Vicarage Square every week and making it a proper farmers market with a decent number of traders present?

K. Butcher response:

We have tried on a number of occasions to get the Farmers Market to join the Street Market, since the Street Market began 11 years ago. We've tried various ways to increase footfall to the Town Centre. There have always been conflicts with businesses on the precinct not liking certain stalls as they feel they are in competition with them for trade.

Also, the rules and regulations that Wealden District Council have put in place restricts us allowing certain types of stalls to trade, so to avoid competition with the shops on the precinct.

The Farmer's Market has always been reluctant to join the Street Market on Vicarage Field as they feel they would lose the Farmers Market "ethos" as they have certain rules and regulations they need to follow and joining the Street market would mean they would lose that ideal. They would also not be able to have certain traders there due to Wealden Districts rules and regulations.

What about doing one themed market each month? For example, 2nd Saturday of each month will be themed – could be craft focus, food focus etc. – still have your regular stalls but make an effort to advertise and invite traders who fit under that theme and hopefully start to interest some new traders who would then become a regular attendee?

K. Butcher response:

Our goal is to organise themed/ specialist markets, but this takes time, money and planning. We also still have to follow Wealden District Council rules regarding what we can have due to conflict with independent business on the precinct. We have met with a representative from Wealden District Council to try and work together on what is or is not allowed at the markets

that will conflict with the businesses on site as we do not want to take custom away from them.

It is also quite staggeringly unbelievable that under this new 'regime' for the market that the first two scheduled for July have been cancelled! After the first one being cancelled on 6th July every effort should have been made to ensure that the one on the 20th could go ahead. Disappointed is an understatement for those traders who don't have their own gazebos, also the very late notice on the Friday pm which does not appear to have reached all traders as two turned up on 20th July, expecting to have gazebos up – the U3A and Paul, the wood carving man. What was the issue this week?

K. Butcher response:

Due to the national IT outage, we had a member of the setup team out of the area who could not get back to the Town in time to set up or take down. This situation was completely unforeseen which is why we needed to cancel at the last minute. We also had another member of the set up team on annual leave so I did not have enough staff to set up or take down the market stalls.

I made sure I let the traders know as soon as I knew what was happening. I also stated that if people are able to attend the market with their own gazebos they could still trade and I also have put on an extra market on the 27th July to accommodate the cancellation as I realised the cancellation would be very disappointing but the situation was completely out of my hands.

If the council revoke the decision and allow traders to resume trading again weekly, we can enter a proper period of consultation, review the results and plan together how to make The Hailsham Street market an attractive proposition for traders and customers.

The market is our 'shopfront' giving us important exposure to new and returning customers – it is not just about what we sell on the day, it has a knock on effect on future orders we miss out on by not being there. Not everyone is on social media.

We look forward to a prompt and considered response from the full committee which reflects its commitment to making sure has Hailsham an attractive and vibrant market. We understand the full committee meets again in September but we also want this presented to the Communities Committee which meets in August.

Yours sincerely.

Becky Jenner – Misty Acres Flowers – Started trading again in May this year will trade every week unless booked for weddings.

Angela Worsfold - Ace Stitch – Trades every week unless bad weather or away

Pat Woodley – One of a Kind Children's Clothing - Has traded five times this year

Rob Moreton – Moreton Sweets/Food – Has traded three times this year before any of the changes were made.

Paul Washer – Wood Carving – Trades every week unless away.

CONSIDERATIONS:

In light of the letter received, Steve Webber and Christian Letschka have been asked again if they are able to work every Saturday. They have confirmed they are unable to work every Saturday.

They have both stated they can work two Saturdays a month (which is one of the reasons the twice monthly markets were proposed in the first place)

If the Council wish to revert to weekly markets, it will need to be investigated as to how this would be run. The Council would need to employ more staff or look into using an external agency.

Kaylee Butcher has spoken to Seaford Council, who use a contractor to run their markets. Traders bring their own gazebos and the cost is just for the pitches.

Seaford Council Market is twice monthly.

The Street Market Manager for Seaford Council has a few gazebos she can rent out at an extra cost of £5. The trader would be expected to help erect and take down this gazebo. This will not be done for them.

As an example of using an external manager, the costs charged by the Street Market Manager for Seaford Council are below:

Stall fees are:

£20 for the 3x3m pitch

Double pitches are £30

If a trader wants a gazebo they must bring their own – the Manager of Seaford Market has a limited number of gazebos she can hire out at an extra cost of £5

Hailsham Town Council charges £10 for a pitch without a gazebo (the trader brings their own gazebo)

Hailsham Town Council charges £20 for a pitch and gazebo (Hailsham Town Council put the gazebo up and take it down)

The Communities Committee are asked to consider the following options:

- i) No change to the resolution to have a market twice monthly, on the 1st and 3rd weekend of the month. (This decision was agreed to be reviewed at the end of this year by a Working Group)

- ii) To agree to Recommend to Full Council to re-look at this decision and discuss again, at the Full Council meeting on 11th September
- iii) To Recommend to Council to rescind the decision made to reduce the markets to twice monthly and go back to weekly markets (to rescind a decision a two thirds majority is required at Full Council)