



**REPORT of
DIRECTOR OF SERVICE DELIVERY**

**to
STRATEGY AND RESOURCES COMMITTEE
5 DECEMBER 2019**

MALDON MARKET ARRANGEMENTS

1. PURPOSE OF THE REPORT

1.1 For Members to consider allowing a time limited rolling extension to the current Maldon Market arrangements to enable Officers to develop options for the provision of a Market in the future.

2. RECOMMENDATIONS

- (i) That Members agree a rolling extension to the current Maldon Market arrangements;
- (ii) That Members instruct the Director of Service Delivery to provide an update no later than June 2020.

3. SUMMARY OF KEY ISSUES

- 3.1 Members will be aware that following a competitive tendering process regarding the Maldon Market, Community Services Committee 2 April 2019 resolved to accept and agree the tender for Maldon Town Market for one year (Minute No. 2018 refers).
- 3.2 The Maldon Market continues to operate in Butt Lane car park. It is seen as important to our market town's prosperity and a key way to develop new businesses and routes to market. However, its offer remains limited to a few stalls only each week.
- 3.3 Work on the Maldon and Heybridge Central Area Masterplan seeks to support and develop the market and its strategic prosperity / commercial potential.
- 3.4 The current operator is keen to continue its operation.
- 3.5 Time is required to enable the new Prosperity Theme Lead and Commercial Manager to develop options. A rolling month by month extension will enable this to happen and officers recommend this option be time limited until June 2020.

4. CONCLUSION

- 4.1 The Maldon Market continues to operate but provides only a limited offer to the public.
- 4.2 A rolling month extension will enable the new Prosperity Theme Lead and Commercial Manager to develop options for the future operation of a Market in Maldon Town.

5. IMPACT ON STRATEGIC THEMES

- 5.1 Options will be developed in support of the Council's agreed outcomes and the Central Area Masterplan objectives.

6. IMPLICATIONS

- (i) **Impact on Customers** – By allowing the Market to operate until a review in June 2020 traders will have greater confidence in the arrangements ensuring an offer continues to be provided to customers.
- (ii) **Impact on Equalities** – None.
- (iii) **Impact on Risk** – None.
- (iv) **Impact on Resources (financial)** – The Council generates a small revenue income stream from the Market operation which will continue until at least June 2020 should Members agree to the recommendation.
- (v) **Impact on Resources (human)** – None.
- (vi) **Impact on the Environment** – None.

Background Papers: None.

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