



<b>Agenda Item</b>
<b>Market development Approval</b>
<b>Purpose of the Report</b>  To set out a new approach to develop our Market strategy
<b>Background Information</b>  Currently we have a lay 'market group' to set market policy. Now that we have employed an Economic Development Marketing Co Ordinator, it would be sensible to allow him to develop a new strategy for our Markets
<b>Legislation</b>  N/a
<b>Accessibility Implications</b> - <i>Have the recommendations in this report taken in to account the need for Council services and information to be accessible for people with a Disability and if so how is this illustrated.</i>  N/a
<b>Climate Emergency Implications</b> - <i>Demonstrate any environmental consequences and how these would be addressed</i>  N/a
<b>Financial Implications</b> N/a
<b>Recommendation(s)</b>  That the current 'Market group' be dis-banded with immediate effect, and that the Economic Development Marketing Co Ordinator be charged with developing a new Market strategy, to look at all aspects of our market including frequency, days, location, with a view to developing it to bring in new visitors to the Town post Covid, increasing the market offering and using the market to help Belper bounce back. The Economic Development Marketing Co Ordinator should bring his recommendations to the Facilities committee , who will have the devolved power to make decisions on the market based on his recommendations.
<b>Reasons for recommendation(s)</b>  Our Town does not make enough of its Market, and we need to take



advantage of our expert Economic Development Marketing Co Ordinator to develop our offering.