



STOWMARKET TOWN COUNCIL

Policy Statement on Trading

Date approved:	04.12.13
Date of next review:	December 2016
Related policies/procedures:	Street Trading Policy, Town Trading Regulations

Background

Markets have always formed part of the fabric of urban life, and many historic towns throughout the world owe their very origins to the existence of trading in the open air. Thriving markets supplemented by local trading add to the variety and vibrancy of town life, the diversity of shopping opportunities, and the character of the town centre.

Goods on sale in the street provide convenient access to hot and cold drinks, fresh fruit and vegetables, household goods and other services for the local community and visitors to Stowmarket. Local trading and markets can positively reinforce the economic strength of the town increasing footfall and drawing in custom for local retailers, restaurants and other businesses. **Therefore, it is the policy of Stowmarket Town Council that it supports local trading and markets because it believes that they contribute positively to the diversity and appeal of the town centre. Furthermore, it is also the policy of Stowmarket Town Council that it may permit traders to sell the same or similar goods as others because it believes that this provides the widest possible consumer choice to local shoppers.**

Regulations

The Town Council has prepared Market Regulations and Town Trading Regulations to provide a policy framework which control both activities in Stowmarket.

Trading which may be part of, or ancillary to, the Town Council's provision of a Market, or pursuant to its provision of recreational areas on Town Council owned land, or land over which it has permitted use, shall be subject to "consent" by the Town Council. In permitting trading, the Town Council shall have regard to the following considerations:

Food Safety: Vendors selling refreshments should comply with all necessary food legislation and regulations.

Insurance: The trader must be able to provide evidence of public liability insurance in respect of their trading.

Prevention of Crime and Disorder: The proposed activity should not present a risk to public order.

Prevention of Public Nuisance: Consideration will be given to loss of amenity from noise, refuse, vermin, fumes and smells.

Public Safety: The proposed location of the activity should not present a significant risk to the public in terms of highway safety, obstruct the safe passage of pedestrians and/or disabled persons or customers and traders.

Suitability of Applicant: When determining an application the Town Council will consider all relevant information including previous conduct and complaints.

Trading Impact: The Town Council shall work positively with neighbouring landowners to ensure that trading activities do not detrimentally affect the amenity of such landowners. The Town Council shall also work positively with local retailers to ensure that any new trading of the same or similar goods does not take place immediately outside their premises.

(Note: More detailed provisions may be found within Regulations issued by the Town Council in respect of Markets and Town Trading).

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Town Centre Promotion

Stowmarket Town Council recognises the importance of retail businesses to the town's economy and actively encourages them to work in partnership together to support the town centre. Stowmarket Town Council has committed to providing a four year package of financial support towards the Stowmarket Town Centre Partnership to help promote the town centre and increase footfall. **It is the policy of Stowmarket Town Council to support the promotion of the town centre and improvements to the street scene.**

The Town Council recognises that it cannot influence and control retail activity from shop units, in the same way that it can with respect to the Market and Trading. However, it sees itself as a strong advocate of the town centre and will lobby on behalf of the local retail community and invest funds, so far as practicable, to help sustain the town centre in the face of growing competition from supermarkets, out of town shopping and internet shopping.

Review

This policy shall be reviewed every 3 years by the Town Council or, at such shorter interval as may be deemed appropriate by the Council having regard to any changes in circumstances.