



## **LUDLOW TOWN COUNCIL AGENDA**

### **SERVICES COMMITTEE**

To: All Members of the Council, Deputy Town Clerk, DLF Supervisor,  
Unitary Councillors, Press

**Contact: Gina Wilding, Town Clerk**

**Ludlow Town Council, The Guildhall, Mill Street, Ludlow, SY8 1AZ**

**01584 871970**

**[townclerk@ludlow.gov.uk](mailto:townclerk@ludlow.gov.uk)**

**Despatch date: Friday 29<sup>th</sup> August 2025.**

You are summoned to attend a meeting of the  
Services Committee on  
**Wednesday 3<sup>rd</sup> September on the rising of Full Council**  
**At The Guildhall, Mill Street, Ludlow.**

*Gina Wilding*

Gina Wilding  
Town Clerk

### Key Agenda Items:

- Linney play area
- Ludlow Market
- Tree work quotations

***The public may speak at this meeting***

**In Public Open Session (15 minutes)** – Members of the public are invited to make representations to the Council on any matters relating to the work of the Council or to raise any issues of concern



**1. WELCOME FROM THE CHAIR & ESSENTIAL HOUSEKEEPING INFORMATION**

Councillors and members of the public are to note that the fire exits can be found to the rear of the building or left outside the Council Chamber and via the front door. The fire assembly point is on the pavement opposite the Guildhall. For fire safety purposes all Councillors should sign the attendance book and members of the public should sign the attendance sheet.

**2. RECORDING OF MEETINGS**

Under the Openness of Local Government Regulations 2014, recording and broadcast including blogging, tweeting and other social media is permitted during public session of Council meetings.

The act of recording and broadcasting must not interfere with the meeting.

The Council understands that some members of the public may not wish to be recorded and asks that they make this known immediately.

**3. APOLOGIES**

To receive apologies from members of the Committee.

**4. DECLARATIONS OF INTEREST**

To receive the declarations of interests from Members of the Committee:

- a) Disclosable Pecuniary Interest
- b) Declaration of conflicts of Interest
- c) Declarations of personal interest

*Members are reminded that they must not participate in the discussion or voting on any matter in which they have a Disclosable Pecuniary Interest and should leave the meeting temporarily prior to the commencement of the debate.*

**5. PUBLIC OPEN SESSION (15 MINUTES)**

Members of the public are invited to make representations to the Committee on any matters relating to the work of the Committee or Council.

**6. LUDLOW'S UNITARY COUNCILLORS' SESSION**

Ludlow's Unitary Councillors are invited to provide a short update on Shropshire Council matters relating to Ludlow.

**7. MINUTES**

To approve as a correct record the open minutes of Services Committee on **Wednesday 23rd July 2025.**

**8. ITEMS TO ACTION**

To note the items to action sheet from **Wednesday 23rd July 2025.**



ITEM	Attachment
9. <b><u>LINNEY PLAY AREA ACCESS QUERY</u></b> To consider the suggestion of a public consultation.	9
10. <b><u>LUDLOW MARKET UPDATE</u></b> To note the update from the Market Officer.	10
11. <b><u>LUDLOW MARKET WEBSITE</u></b> To note the update regarding the new website.	11
12. <b><u>NABMA ANNUAL REVIEW</u></b> To note the NABMA annual review document.	12
13. <b><u>SEVERN TRENT – BATHING QUALITY WATER INVESTIGATIONS</u></b> To consider the request from Severn Trent.	13
14. <b><u>CHRISTMAS LIGHTS IN CORVE STREET</u></b> To note the update on adaptations required for lights in Corve Street.	14
15. <b><u>EXCLUSION OF PRESS AND PUBLIC: PUBLIC BODIES (ADMISSION TO MEETINGS) ACT 1960</u></b> The Chair will move that the public be excluded from the meeting for the following item(s) of business pursuant to section 1 of the Public Bodies (Admission to Meetings) Act 1960, on the grounds that publicity would be prejudicial to the public interest by reason of the confidential nature of the business to be transacted.	No papers
16. <b><u>QUOTATIONS FOR TREE WORKS</u></b> To consider quotations for tree works to be undertaken in the next 6 months.	16
<p style="text-align: center;"><b>M e m b e r s h i p</b></p> <p style="text-align: center;">Councillors Addis, Childs (Vice Chair), Cowell (Chair), Gill, Ginger, Harris, Hepworth, Lyle, Maxwell-Muller, Parry, Tapley and Taylor.</p>	
<p style="text-align: center;"><b>Notes</b></p> <p style="text-align: center;">The next Services Committee meeting will be held on Wednesday 15<sup>th</sup> October 2025.</p>	

**ITEM 7.**

**MINUTES**

# MINUTES

Minutes of a meeting of the **SERVICES COMMITTEE** held in the Guildhall, Mill Street, Ludlow on **WEDNESDAY 23<sup>rd</sup> JULY 2025** at **7.00PM..**

## **S25/026    PRESENT**

Chair:                      Councillor Cowell

Councillors:            Addis, Childs (Vice) Ginger, Lyle, Maxwell-Muller, Parry, Tapley and Taylor.

Officers:                Gina Wilding, Town Clerk  
                              Kate Adams, Deputy Town Clerk  
                              Mark Hilton, DLF Supervisor  
                              Julie Cox, Finance Assistant

## **S25/027    ABSENT**

Councillors Gill, Harris and Hepworth were absent.

## **S25/028    WELCOME AND ESSENTIAL HOUSEKEEPING INFORMATION**

The Chair, Councillor K Cowell, welcomed everyone to the Services Committee meeting at the Guildhall and explained housekeeping information.

## **S25/029    RECORDING OF MEETINGS**

The Chair notified those present that under the Openness of Local Government Regulations 2014, recording and broadcasting is permitted during public session of Council Meetings.

## **S25/030    APOLOGIES**

Apologies were received from Councillor Harris and Councillor Gill.

## **S25/031    DECLARATIONS OF INTEREST**

Disclosable Pecuniary Interests  
None declared.

Conflicts of Interest

None declared.

Personal Interests

Councillor Lyle	Item 10	Knows Chair of the Civic Society
	Item 11	Knows Guerilla Gardeners
	Item 12	Knows bench repair volunteer
Councillor Childs	Item 15	Lives near Weyman Road Community Orchard
Councillor Parry	Item 10	knows contractor mentioned by Civic Society
	Item 12	Knows bench repair volunteer

**S25/032 PUBLIC OPEN SESSION (15 minutes)**

There were no members of the public present.

**S25/033 LUDLOW UNITARY COUNCILLORS SESSION**

Councillor Parry, Ludlow South was present but did not have any updates.

**S25/034 MINUTES**

**RESOLVED KC/PA (8:0:1)**

That the minutes of Services Committee meeting held on Wednesday 11<sup>th</sup> June 2025 be approved as a correct record and signed by the Chair.

**S25/035 ITEMS TO ACTION**

**RESOLVED KC/DL (unanimous)**

That the Items to action from Services Committee Wednesday 11<sup>th</sup> June 2025 be noted.

**S25/036 GRASS CUTTING PRIORITIES & REWILDING AREA - HENLEY ROAD CEMETERY**

**RESOLVED KC/GG (8:0:1)**

To note that grass cutting at the Baby area in the Cemetery is treated as priority, with all other areas to be cut on a rotational basis.

**S25/037 RESOLVED GG/VP (5:4:0)**

That due to the sensitivities associated with the cemetery, it is not considered appropriate for rewilding. All grassed areas within the cemetery will instead be maintained through a rotational cutting schedule.

**S25/038 CASTLE GARDENS – CHAIN, POST & WALL PROJECT**

**RESOLVED KC/PA (7:0:2)**

To note the response from the Civic Society.

That the item to be bought back to Full Council for consideration of works to be undertaken.

That the Civic Society to be approached to ascertain if financial assistance could be provided for the project.

**S25/039 CASTLE GARDENS – REQUEST FROM GUERRILLA GARDENERS**

**RESOLVED MT/GG (8:0:1)**

To approve the purchase, with funds from budget code 410/4303, and supply £200 worth of Westland Farm Manure from Homecare to Guerilla Gardeners to mulch the plants during the ongoing drought conditions.

**S25/040 CASTLE GARDENS – REQUEST FROM BENCH VOLUNTEERS**

**RESOLVED GG/PA (unanimous)**

To approve a request from Bench Volunteers that the council purchases and supplies bench maintenance/repair materials up to a value of £305.00. The expenditure will be from budget code 302/4222.

**S25/041 API NATIONAL PLAY STRATEGY**

**RECOMMENDED IMM/GG (unanimous)**

To ask Shropshire Council what action they will be taking in relation to the play strategy.

**S25/042 BIENNIAL TREE SURVEY REPORT**

**RESOLVED KC/DC (unanimous)**

To note the report and that quotations to be sought and brought back to next Services Committee meeting in September.

**S25/043 WEYMAN ROAD COMMUNITY ORCHARD**

**RESOLVED KC/IMM (8:1:0)**

To approve the development of the orchard in principle, and that plans and costings for trees, mulch and tree guards to be bought back to Services Committee for further consideration.

The meeting closed at 7.49pm.

\_\_\_\_\_  
Chairman

\_\_\_\_\_  
Date



**ITEM 8.**

**ITEMS TO ACTION**

**Services Committee**  
**Items to Action**

**23/07/2025**

<b>ITEMS COMPLETED</b>				
<b>S23/080</b>	<p><b><u>S22/069 PLAY AREA UPDATES – WHEELER ROAD AND HOUSMAN CRESCENT</u></b></p> <p>To hold back on the replacement of the climbing wall at Wheeler Road play area until nearby CCTV is operational, and a conversation has been had with South Shropshire Youth Forum. Bring updated costs to Committee when CCTV is connected. Action – when will the CCTV be connected?</p>	<p>To obtain a date when the CCTV will be connected.</p> <p>Update on progress required.</p>		
	<p><b><u>S/63, S/123, S/74 BOATING UPDATE AT LINNEY RIVERSIDE PARK</u></b></p> <p>Could the Committee be provided with an update regarding this project.</p>			
<b>S24/181</b>	<p><b><u>OFFER FROM CIVIC SOCIETY</u></b></p> <p>That subject to the following provisions, the offer of a Cercis Eternal Flame tree from Ludlow Civic society be accepted:</p> <ul style="list-style-type: none"> <li>• That the location of the tree does not cause any issue with mowing the area.</li> <li>• That a substantial tree guard be provided by the society &amp; mulch be put down during planting.</li> </ul>	<p>Inform Civic Society of Committee decision.</p>	Complete	May 2025

**Services Committee**  
**Items to Action**

**23/07/2025**

	<ul style="list-style-type: none"> <li>That a plaque may be installed, funded by the Society providing the wording &amp; design are approved by Ludlow Town Council.</li> </ul>			
<b>S24/182</b>	<b><u>LINNEY RIVERSIDE PARK – PARKING METER MAINTAINANCE</u></b> That the annual service / maintenance agreement provided by Flowbird at cost of £591.00 for 2025/2026 be approved.	Contact Flowbird	Complete	May 2025
<b>S24/184</b>	<b><u>TOWN CENTRE TREE PLANTERS</u></b> That two tree planters containing Mountain Ash saplings, currently located on Events Square, are relocated to Castle Gardens on a permanent basis.	Planters to be relocated	Complete	May 2025
<b>S24/186</b>	<b><u>BIENNIAL TREE SURVEY</u></b> That subject to trees 0047-0057 being removed from the list, the quotation from LLanerch Arboriculture of £972.00 (less the removed trees) to undertake a tree survey be approved and funded from budget 410/ 4402.	Contact LLanerch Arboriculture to arrange survey.	Complete	May 2025
<b>S24/187</b>	<b><u>UPDATES TO LUDLOW MUSEUM AT THE BUTTERCROSS SIGNAGE</u></b> That the quotation of £409.00 from Think Graphic to replace the signage on the lift and at the bottom of the staircase, refit artwork to both sides of a newly refurbished A board be approved and funded from budget 119 / 4222.	Contact Think Graphic to arrange for signs to be done.	Complete	May 2025.

**Services Committee**  
**Items to Action**

**23/07/2025**

<b>S24/180</b>	<b><u>LETTER FROM LUDLOW 21</u></b> That subject to a public consultation and ongoing agreement for the maintenance of the site post planting, the request from Incredible Edible Ludlow, to plant an orchard of 20-30 trees on open land at Weyman Road be approved.	Inform Incredible Edible of decision & arrange public consultation. (KA)	Letter sent & online survey for consultation arranged.	Complete May 2025.
<b>S24/181</b>	<b><u>TOWN CENTRE PLANTING</u></b> That the red, white & blue planting scheme for 2025 to commemorate the 80th anniversary of VE Day be approved.	Arrange planting (JR/GW)	Complete	May 2025
<b>S24/101</b>	<b><u>CASTLE GARDENS – WALLS &amp; SURVEY WORKS</u></b> That the Civic Society be approached with regards to assistance and advice for the project, and a further report to be bought back to Services Committee.	Approach civic Society for advice. (KA)	Request sent to Civic Society. Resent 12 <sup>th</sup> March. Response received June 25. Report to be bought back to Services.	Complete July 25.
<b>S25/023</b>	<b><u>MAY FAIR</u></b> That the May Fair organiser be cautioned that causing even minor damage to properties is not acceptable, and to reassure the resident that	Letter sent to residents (GW)	Complete.	July 2025

**Services Committee**  
**Items to Action**

**23/07/2025**

	Ludlow Town Council takes the matter seriously organiser.	Contact May Fair organiser. (GW)	Complete	July 2025
<b>S25/039</b>	<b><u>CASTLE GARDENS – REQUEST FROM GUERRILLA GARDENERS</u></b> To approve the purchase, with funds from budget code 410/4303, and supply £200 worth of Westland Farm Manure from Homecare to Guerilla Gardeners to mulch the plants during the ongoing drought conditions.	Advise GG's of decision. Collect and deliver manure to Castle Gardens.	Complete	Complete. July 2025
<b>ITEMS TO BE COMPLETED</b>				
<b>June 2021</b>				
<b>DA/SER/21/03</b>	<b><u>WHEELER ROAD SKATE PARK</u></b> To consider an offer to facilitate an online survey with the young people who use the skate park.	To link to the work already being undertaken by the Youth Forum. (GW)	Consultation would need to be undertaken in-house.  To put on Services agenda for consideration.	

**Services Committee**  
**Items to Action**

**23/07/2025**

November 2022				
S22/069	<b><u>PLAY AREA UPDATES – WHEELER ROAD AND HOUSMAN CRESCENT</u></b> To hold back on the replacement of the climbing wall at Wheeler Road play area until nearby CCTV is operational, and a conversation has been had with South Shropshire Youth Forum.	Bring updated costs to Committee when CCTV is connected. (KA)		
June 2023				
S23/006	<b><u>LAND ADJACENT TO 8-10 HENLEY ORCHARDS</u></b> To approach Shropshire Council and ask them to prove ownership of the hedge lies with Ludlow Town Council.	Contact Shropshire Council (KA)	Awaiting response from SC. Chased up 16.9.2023 No mention of boundaries on deeds.	
September 2023				
S23/062	<b><u>FAMILY FRIENDLY AUDIT OF LUDLOW MUSEUM AT THE BUTTERCROSS</u></b> That further details of suggested actions will be brought back to Services Committee for consideration, with costings.	Ongoing (KA)		
February 2024				
S23/150	<b><u>UPDATED INFORMATION AT LUDLOW TOWN</u></b>			

**Services Committee**  
**Items to Action**

**23/07/2025**

	<b><u>COUNCIL SITES</u></b> That a report be brought back to next Services Committee detailing costings of permanent signage displaying What 3 Words location references to be funded from contingencies/ reserves.	Contact signwriter for quotes. (KA/JC)		
<b>April 2024</b>				
<b>S23/175</b>	<b><u>PUBLIC CONVENIENCES</u></b> That the implementation of rules and guidelines for public conveniences maintained by Ludlow Town Council be approved. Including: No Smoking, Assistance dogs only, use of sanitary bins provided & no anti-social behaviour. Designs and costings for signage to be bought back to Committee for consideration.	Contact signwriter for quotes. (KA/JC)		
<b>October 2024</b>				
<b>S24/075</b>	<b><u>LUDLOW MARKET UPDATE</u></b> That a report from the Market Officer containing costings and practicalities for Ludlow Town Council to install a Wi-Fi hub on the market be bought back to a future Committee meeting for consideration.	Market Officer to bring report to next meeting. (TC/Border Computers)		
<b>January 2025</b>				
<b>S24/155</b>	<b><u>SHROPSHIRE COUNCIL PLAY AREA INFORMATION</u></b> That Shropshire Council confirm that they hold the title for the play areas at St Johns Lane, Steventon	Chased SC for information – August 2025 (KA)		

**Services Committee**  
**Items to Action**

**23/07/2025**

	<p>New Road, Tollgate Road, Vashon Close, Parys Road, Fishmore View, Friars Field, Normandie Close, Dahn Drive (2 play areas).</p> <p>That a risk assessment and ground zero costings be bought back to Committee for consideration.</p>	To create the framework for a ground zero costing and risk assessment (GW)	Template created & approved by Committee.	Complete April 2025.
<b>S24/165</b>	<p><b><u>TREE REPORTS AND QUOTATION</u></b></p> <p>To approve the submission of Tree Conservation Area applications for the specified works on the Irish yew (Tree of Light), Cherry plum, and Sawara cypress (leylandii) in Castle Gardens; and that all works are undertaken by a suitability qualified contractor.</p>	Application to be processed. (KA)		
<b>APRIL 2025</b>				
<b>S25/012</b>	<p><b><u>HENLEY ROAD CEMETERY</u></b></p> <p>That the scope of the report should include costings to widen the existing path to the Babies' Memorial Area to ensure it is wheelchair accessible; that the wooden arch be modified to allow comfortable wheelchair access; and that the arch planting be reviewed to avoid species with sharp thorns.</p>	Costings to be sought for widening of path & a wider arch. (CA)		



**Services Committee**  
**Items to Action**

**23/07/2025**

<b>S25/016</b>	<b><u>CASTLE STREET TOILET COIN BOXES</u></b> That approval be given to seek quotations for the installation of facilities to enable card payments at the Castle Street Car Park toilets, and that a report on costings and feasibility be brought back to the Committee for consideration.	Obtain quotes for card payment charges. (KA)		
<b>S25/020</b>	<b><u>LUDLOW MARKET STRUCTURAL REPORT</u></b> To approve that two local fabrication companies be invited to provide quotations for repairs or replacement of corroded or damaged parts of the market stalls.	Contact two fabrication companies for quotes.  (GW)		
<b>JULY 2025</b>				
<b>S25/040</b>	<b><u>CASTLE-GARDENS – REQUEST FROM BENCH VOLUNTEERS</u></b> To approve a request from Bench Volunteers that the council purchases and supplies bench maintenance/repair materials up to a value of £305.00. The expenditure will be from budget code 302/4222.	Contact volunteers & purchase required materials.		
<b>S25/041</b>	<b><u>API NATIONAL PLAY STRATEGY</u></b> To ask Shropshire Council what action they will be taking in relation to the play strategy.	Approach Shropshire Council.		

## **Services Committee**

**23/07/2025**

### **Items to Action**

<b>S25/042</b>	<b><u>BIENNIAL TREE SURVEY REPORT</u></b> To note the report and that quotations to be sought and brought back to next Services Committee meeting in September.	Quotations brought to Sept 2025 Services Committee.		
<b>S25/043</b>	<b><u>WEYMAN ROAD COMMUNITY ORCHARD</u></b> To approve the development of the orchard in principle, and that plans and costings for trees, mulch and tree guards to be bought back to Services Committee for further consideration.	Costings for materials to be sought. (Incredible edible to fund trees)?23/4/25 meeting <b>S24/180</b>		

**ITEM 9.**

**LINNEY PLAY AREA ACCESS QUERY**



# **LINNEY PLAY AREA ACCESS QUERY**

**Report No. SS/25/19**

**Services Committee  
3<sup>rd</sup> September 2025**

**1. INTRODUCTION**

- 1.1 Linney Riverside Park is one of several amenity spaces owned and maintained by Ludlow Town Council.

It features a large open field area for use by dog walkers and people playing games such as football etc. The site also provides riverside access, an equipped children's play area, public toilets and a car park.

**2. RECOMMENDATION**

- 2.1 To consider the suggestion of a public consultation.

**3. PUBLIC REQUEST**

- 3.1 The public request below was received by the Town Council office on 22<sup>nd</sup> July 2025.

**From:**

**Sent:** 06 April 2025 21:02

**To:** Ludlow Town Councillor

**Subject:** Linney Park

Dear ,

I am contacting you to share my concerns over the use of the Linney play area by dog owners, which I feel has been an issue for a long time but has recently become a lot more apparent to myself and many other parents that I know. I have a 5-year-old daughter who attends St Laurence's Primary and we live together with my parents up at Lower Barns Road, Ludford, and go to the Linney to play with our friends on a weekly basis.

Myself and a parent friend also do a daily walk around Ludlow for exercise around our work hours and each morning have noted specifically a large group who meet in the middle of the playpark space with their dogs all running freely. When playing at the Linney recently we have had to dodge many dog poos in the play space, which I'm sure you will agree is just absolutely not ok! Aside from this group who meet there daily, there are always dogs being allowed to run freely around the play park, or who are let off leads on the field space of the Linney but then of course often stray on to the park space itself because there is no fencing to separate it off.

I wonder if there might be support enough for a couple of different possible solutions, that I know many local parents would get behind if suggested. Whether the playpark itself could be fenced off like playparks used to be when I was younger (in the 90s!!) to keep dogs out entirely and of course also improves safety for children in general , or whether a separate 'dog park' section could be created and fenced off too on a portion of the field space there, since it is a very large field and is predominantly used by dog walkers anyway? I would love to talk about this more with you if there was a chance to do so, and whether I could get involved amongst others in taking some collective action. No child should be having to dodge dog poo in their own dedicated play space, I'm sure you will agree!

Thanks ever so much and I look forward to hearing from you,

#### **4. ROSPA GUIDELINES RE FENCING OF PLAY AREAS**

- 4.1 ROSPA guidelines re fencing can be found on the following webpage:  
[RoSPA- Fencing for children's play areas: Ensuring safety and security | RoSPA](#)

To summarise:

- Fencing can contain children within the relative safety of the play area; keep dogs off play areas; and give children a sense that it is their area and separate from the surroundings.
- Fencing should be selected and installed in accordance with BS 1722 (Part 9), with a minimum height of 1m recommended. The fence should also comply with EN 1176.  
[BS 1722 - Fences](#)  
[What Are EN1176 Regulations and Why Do They Matter for Soft Play Installations? - Softplay Solutions](#)
- The fence would essentially become part of the playground and therefore inspected weekly and well maintained at all times.

Fencing of a play area is not a legal requirement and is at the discretion of the site owner.

## 5. OPTIONS THAT COULD BE CONSIDERED

- 5.1 The perimeter of the equipped play area measures approx. 184 metres.

It is recommended that fenced play areas should have at least two access points, with a large area such as Linney three points would probably be better. This is recommended so that children have 'escape options' if needed.

Gates are an important consideration as there are regulations regarding shutting speed etc. to ensure user safety.

- 5.2 Fencing options could be wooden with pig wire, metal fencing or plastic fencing. Images and options are shown below.



## 6. RECOMMENDED NEXT STEPS

- 6.1 To undertake a public consultation regarding the need for fencing and to allow residents to choose between fencing options (this would also demonstrate costing).

- 6.2 Councillors should be aware that due to the regularity of flooding at this site, and very wet ground during the winter period, the fence is likely to need repairs/maintenance on a regular basis.

Any fencing also creates a 'barrier' during flooding as debris collects behind it. This can cause the fencing to break/move due to the strength of the water and this happens regularly along the riverside stretch of fencing.

- 6.3 Results of the consultation will be brought back to Committee for consideration and if a decision was made to install fencing it would be erected in spring 2026.

## **7. BUDGET**

- 7.1 For information budgets available for this work are Linney car park budget (currently £14,820 available) or Linney Riverside Park EMR (currently £25,402 available).

Deputy Town Clerk  
August 2025

## **Implications**

**Wards Affected (All)**

**Financial (not applicable)**

**Health & Safety (not applicable)**

**Law & Order (not applicable)**

**Environmental Implications (not applicable)**

**ITEM 10.**

**LUDLOW MARKET UPDATE**





# **UDLOW MARKET UPDATE**

**Report No. SS/25/20**

**Services Committee  
3<sup>rd</sup> September 2025**

## **1. INTRODUCTION**

- 1.1 Ludlow market is a service provided by Ludlow Town Council and trades between four to seven days a week throughout the year.
- 1.2 Ludlow regular market operates on Monday, Wednesday, Friday and Saturday throughout the year.
- 1.3 Town Council Craft / specialist markets are held on 1st and 3rd Thursdays, and 2nd and 4th Sundays, from April until Christmas. Craft markets can offer new traders the opportunity to trade at a low cost and can lead to them trading on regular market days.
- 1.4 The Antiques and Collectible market is held every 1st and 3rd Sunday, throughout the year. It is managed by M & B Cramp, who has a whole market let.
- 1.5 The Local to Ludlow Produce Market is held every 2nd and 4th Thursday, and is managed by Tish Dockerty, who has a whole market let.

## **2. RECOMMENDATION**

- 2.1 To note the update from the Market Officer.

## **3. UPDATE FROM THE MARKET OFFICER - MAY 2025**

- 3.1 Ludlow market, and its lovely traders, have enjoyed a good summer. The music festival in July was a great success, with very positive feedback for the visitors regarding Ludlow market, and Ludlow itself.
- 3.2 We have recently seen traders leave Ludlow market such as Pride of Peru, Alison Lewis (book seller) and Steve Pooler (DVD seller). New

traders include Robert Bird (sells quality chopping boards), Nienke Powell (sells shopping baskets made from recycled material and Siri Lloyd (sells handmade soap).

### 3.3 **Ludlow market attendance 31<sup>st</sup> May to 23<sup>rd</sup> August**

Day	Date	Stalls	Large pitches	Small pitches	Vans	BTX	Comments
Sat	31/5/2025	43	3	2	4	1	
Monday	2/6/2025	19	3	1	3	0	
Weds	4/6/2025	29	3	0	3	0	
Friday	6/6/2025	37	3	2	3	2	
Sat	7/6/2025	40	3	2	4	2	
Monday	9/6/2025	20	3	2	3	0	
Weds	11/6/2025	30	3	0	2	0	
Friday	13/6/2025	35	3	2	4	2	
Sat	14/6/2025	43	3	2	2	2	
Monday	16/6/2025	24	2	2	2	0	
Weds	18/6/2025	27	3	0	2	0	
Friday	20/6/2025	37	3	3	3	1	
Sat	21/6/2025	41.5	3	3	3	2	
Monday	23/6/2025	22	2	3	1	0	
Weds	25/6/2025	27	3	0	3	0	
Friday	27/6/2025	35	3	2	4	2	
Sat	28/6/2025	43	3	2	4	2	
Monday	30/6/2025	18	3	1	3	0	
Weds	2/7/2025	25	3	0	3	0	
Friday	4/7/2025	33	3	1	4	2	
Sat	5/7/2025	43	2	2	4	1	
Monday	7/7/2025	19	2	2	3	0	
Weds	9/7/2025	30	3	1	3	0	
Friday	11/7/2025	38	3	2	4	0	
Sat	12/7/2025	43	3	2	4	1	
Monday	14/7/2025	18	2	2	2	0	
Weds	16/7/2025	31	3	1	3	1	
Friday	18/7/2025	41	3	2	4	2	
Sat	19/7/2025	43	3	2	4	2	
Monday	21/7/2025	23	3	1	3	0	
Weds	23/7/2025	29	3	0	3	1	
Friday	25/7/2025	39	3	2	4	1	
Sat	26/7/2025	43	3	2	4	1	
Monday	28/7/2025	22	2	1	3	0	
Weds	30/7/2025	26	2	1	3	1	
Friday	1/8/2025	32	3	1	4	2	
Sat	2/8/2025	43	2	2	3	2	
Monday	4/8/2025	16	0	0	3	0	
Weds	6/8/2025	24	3	1	3	0	

Friday	8/8/2025	33	3	2	4	1	
Sat	9/8/2025	42	3	2	3	1	
Monday	11/8/2025	22	3	2	2	0	
Weds	13/8/2025	24	3	0	2	0	
Friday	15/8/2025	33	3	2	4	2	
Sat	16/8/2025	43	3	2	4	2	
Monday	18/8/2025	23	2	1	3	0	
Weds	20/8/2025	29	3	0	3	0	
Friday	22/8/2025	33	3	2	3	2	
Sat	23/8/2025	43	3	2	4	2	

Market Officer  
August 2025

### **Implications**

**Wards Affected (All)**

**Financial (not applicable)**

**Health & Safety (not applicable)**

**Law & Order (not applicable)**

**Environmental Implications (not applicable)**

**ITEM 11.**

**LUDLOW MARKET WEBSITE**



# **LUDLOW MARKET WEBSITE**

**Report No. SS/25/21**

**Services Committee  
3<sup>rd</sup> September 2025**

## **1. INTRODUCTION**

- 1.1 This report provides information on the soft launch and development of the updated Ludlow market website [www.ludlowmarket.co.uk](http://www.ludlowmarket.co.uk), which has been in existence since 2010.

## **2. RECOMMENDATION**

- 2.1 To note the update on Ludlow Market website.

## **3. BACKGROUND**

- 3.1 The basic functionality of the original website was effective in terms of enabling traders to book specialist markets online and as a hub for market documentation. However, as time went on, it was apparent that there was significant scope for improvement in the functionality and the way the website represented Ludlow market.

## **4. CURRENT SITUATION**

- 4.1 The new market website has been built by The Visual Works, and developed through a collaboration with the Market Officer, Marketing and Communications Officer, Senior Finance Assistant and Town Clerk.
- 4.2 The soft launch date was 18<sup>th</sup> August, and at that point the website had full functionality, although untested, and also required more trader profile information.

- 4.3 Once traders were able to see the new website the numbers signing up for trader profiles increased significantly.
- 4.4 The market traders' profiles show what a trader sells, which days they trade and personal contact details (provided by the trader themselves). This information is verified by the Market Officer to ensure it is the same as the trader's license before it is displayed on the website.
- 4.5 The new traders' profile area allows members of the public to see at a glance which items will be available on different days of the week/month.
- 4.6 As well as informing the public, it is an excellent reference for our admin staff to help them respond more quickly to enquiries from members of the public.
- 4.7 The specialist market bookings function via the website has been improved to include a basket - allowing multiple bookings to be purchased at the same time. Back-office functionality has also improved making it more efficient for the Market and Finance staff.
- 4.8 The market website is embedded into the [ludlow.gov.uk](http://ludlow.gov.uk) website, as well as being accessible as a standalone website. The next stage is the press campaign to bring this brilliant new website to the attention of the public and let them see the excellent range of markets and traders at Ludlow market.

Town Clerk  
August 2025

### **Implications**

**Wards Affected (All)**

**Financial (previously agreed budget)**

**Health & Safety (HASAWA 1974; The Food Act 1984)**

**Law & Order (None)**

**Environmental Implications (Not stated)**

**ITEM 12.**

**NABMA ANNUAL REVIEW**

**From:** NABMA - The voice of markets  
**Sent:** 30 Jul 2025 09:37:11 +0000  
**To:** kate.adams@ludlow.gov.uk  
**Subject:** NABMA Annual Review 2025  
**Attachments:** NABMAAnnualReview2025.pdf



## NABMA Annual Review 2024 - 2025



Dear Colleague,

We are pleased to publish the NABMA Annual Review that details our work over the last 12 months.

You will find a summary of our advocacy work, particularly in the Westminster village; our many events and conferences; campaigns; professional development; our services and, of course, our highly valued legal and wider support to our membership.

We know that the markets industry, like many others, is facing challenging times with pressures on local government finance and plans for local authority reorganisation. We have been grateful for all the loyalty and support that NABMA has received over the last 12 months.

By continuing to work together, and by supporting each other, we can face the challenges ahead and seek to ensure that the value and importance of markets continues to have a high profile within local and national discussions about how local services will be delivered into the future.

We record our sincere thanks to our sponsors, Presidency, Directors, Consultants and above all, the membership of NABMA that have contributed to another year when NABMA has truly been the voice of the markets industry.

-

Yours sincerely



**David Preston (BA Hons)**  
**Chief Executive**  
**The National Association of British Market Authorities**

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# NABMA

the voice of markets

2024  
2025

# ANNUAL REVIEW



Headline Sponsor 2025

# MARKET PLACE

# A YEAR OF CAMPAIGN AND CHALLENGES

**Without doubt the year has been another challenge for both NABMA and our members. It has also been a year of setting out on a change agenda within NABMA as in the autumn we will witness changes in personnel in the leadership of the organisation.**

It has also been a year of encouraging engagement with government and active participation in Westminster. This through our facilitation of the All-Party Parliamentary Markets Group: our appearance at the House of Lords Built Environment Committee and contribution to its report - 'High streets: Life beyond retail?' Also, attendance and submission to the House of Commons, Treasury Committee inquiry into 'Acceptance of Cash'.

We are enjoying seeing some markets enjoying success and attracting investment as part of exciting regeneration schemes, but for others the picture is still not encouraging. Many are still recovering from the impact of covid and the problems of their local high street. Across our membership base we are also seeing the reality of the pressures being targeted at local authority finance.

Perhaps the greatest challenge to NABMA is local government review. Structural changes will manifest in major impacts on funding and potential service delivery. The next 12 months, under a new Chief Executive, will be important as NABMA enters a wholesale organisation review and your views, when sought, on the type of organisation that it will be going forward will be very important.

To understand the health of our industry then a major NABMA project in the last

12 months has been the establishment of our Performance Network.

The results of our first Performance Network Survey, in many respects, mirror the results of the last National Retail Markets Survey in 2022. Local authorities are managing more Markets. Whether this is a conscious decision is debatable. It more likely to arise from the fact that many Markets are operating in deficit and are therefore less attractive to private operators. Over the next few years, with local authority budgets under severe pressure, it is likely that Markets will need to justify their continued existence.

Trader numbers are falling, and we are not attracting sufficient new young traders to offset the loss. While the overall picture gives cause for concern there are areas of encouragement which need to be celebrated. Some Markets have introduced new events to revitalise the Market. There is significant evidence of promoting opportunities for market trading and providing incentives to give newcomers an opportunity to establish their business. More importantly, particularly in the context of fewer Markets making a surplus, there is overwhelming evidence of Markets taking on a community role and making the local Market "the heart of the town". Our research has highlighted case studies of innovation with markets delivering an important role in building stronger communities.

NABMA is proud of its range of support to members whether nationally, locally, or within Westminster through these difficult times. We record our grateful appreciation to all our members for their continuing support and loyalty.

# The Headlines of 2024/25

**As an Executive Summary to this Annual Report, we headline some of NABMA's achievements and support to the market industry.**

- ✓ Delivered the final year of NABMA MarketsFirst National Campaign
- ✓ Re launched the All-Party Parliamentary Markets Group
- ✓ Our appearance at the House of Lords Built Environment Committee and contribution to its report - 'High streets: Life beyond retail?'
- ✓ Attendance and submission to the House of Commons, Treasury Committee inquiry into 'Acceptance of Cash'
- ✓ Further restructuring of services and professional development
- ✓ Campaigning with government/high street leaders for funding opportunities for markets
- ✓ Launched Performance Network Survey 2024 with over 100 participants
- ✓ Published a NABMA/APSE Performance Network Report
- ✓ Delivered two face to face national conferences
- ✓ Provided extensive legal and professional support
- ✓ Support and advice to government on Martyn's Law
- ✓ Publication of a suite of documents to underpin MarketsFirst Campaign
- ✓ Delivered the Diploma in Market Administration 2025 from a hybrid platform
- ✓ Established NABMA Licensing Forum
- ✓ Promoted and delivered the Great British Awards 2025
- ✓ Promoted and delivered Love Your Local Market 2025
- ✓ Promoted the NABMA market industry awards 2024
- ✓ Attended opening and closing international events to celebrate Love Your Local Market
- ✓ National and local TV and radio interviews on markets
- ✓ Supported NMTF in the promotion of their National Young Trader Market programme
- ✓ Provided the Market View Newsletter as a bimonthly publication and now the only industry newsletter
- ✓ Revised the NABMA Support Sessions and Mentor Scheme
- ✓ Increased social media activities
- ✓ Appointed Basecamp Monitor
- ✓ Arranged NABMA Wholesale Forum
- ✓ Arranged and delivered 6 online CPD courses with over 500 attendees





## Finance and Membership

Despite the economic crisis and the extreme pressures on local government finances, NABMA ended the financial year in a healthy position with a surplus and reserves around £240,000. This is clearly an indication of the value of the information, support and services provided by NABMA alongside its lobbying of Government.

Membership has fallen to around 240 operators. This is a worrying factor that feedback tells us is about in house financial and management issues rather than the quality of service we provide.

The membership embraces a very broad church across the various tiers of local government and includes business improvement districts, community interest companies, private operators, and charities. The year has always seen some resignations as market activities are either ceased or delivered by different models, but these are somewhat balanced by new members with local markets being delivered at the more strategic level. NABMA is grateful for the ongoing support of all its members, and we urge you to make full use of our wide range of services.





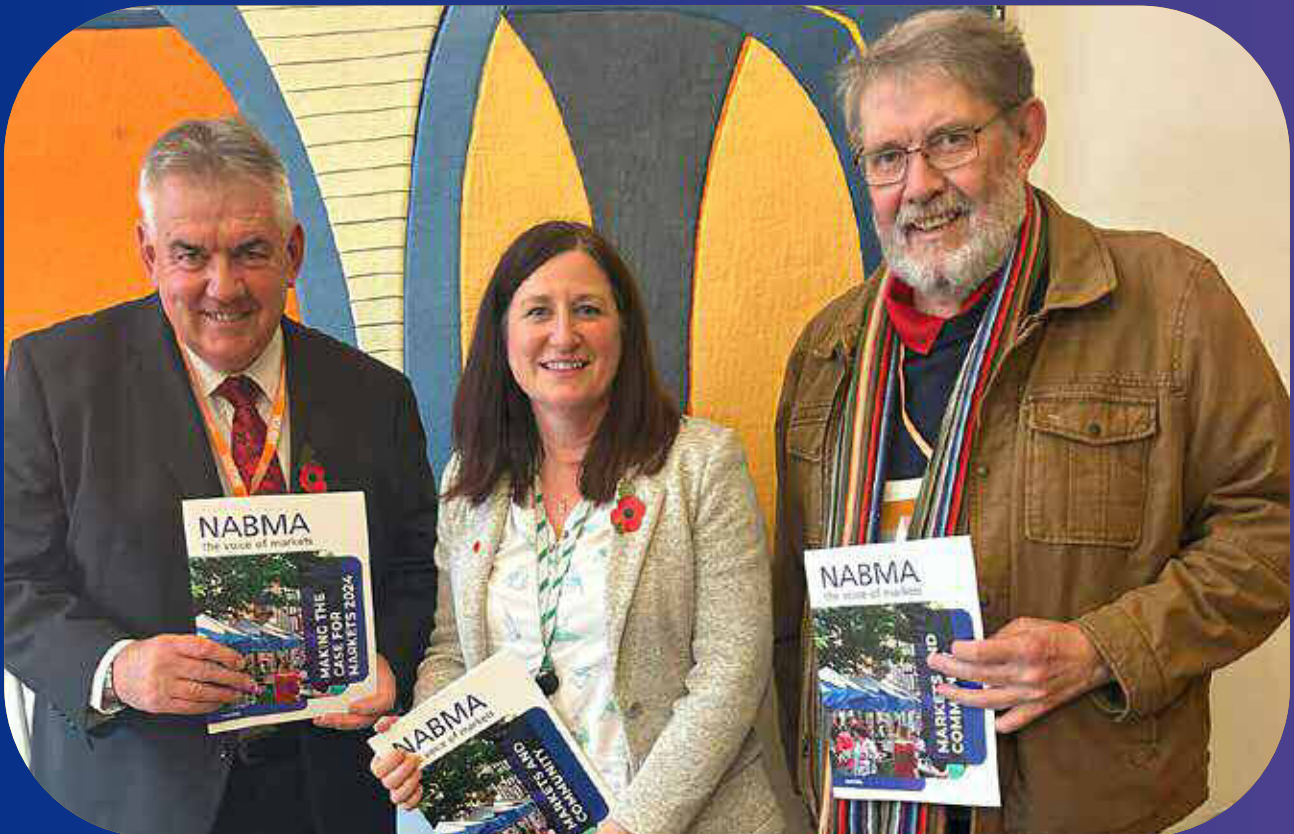
# NABMA AND THE ALL PARTY PARLIAMENTARY MARKETS GROUP

**NABMA has taken on the administration and facilitation of the APPMG and has worked closely during the last year to reconstitute the Group with our Chair, Julia Buckley MP, Shrewsbury.**

Two well attended meetings have been held with a business plan identified for the year. The opportunity was also taken to bring winners from the National Young Trader Market to the House to outline their journey from fledgling business to full time success. Their story raised the question to take to DWP as to what meaningful government support may be available to encourage young traders and start up businesses, recognizing the longer-term offer from market start-up businesses to the high street.

In recognizing the economic and community value of markets with many success stories to tell, the Group will continue lobbying of MHCLG making the case for support for the industry which can be beneficial to help bridge the disconnect as often perceived between markets and the high street.

NABMA has also been delighted that the Chair asked specific questions in the House, highlighting the many benefits that Love Your Local Market and the National Young Traders Market bring to communities.



# Working with Government & Partners

**NABMA continues to be in regular contact with government officials. Regular contact takes place with the Ministry of Housing, Communities and Local Government, The Retail Forum, in a more informal manner and with just NABMA and NMTF involved continues and is greatly valued in terms of points of contact and information.**

NABMA has been pleased to facilitate the relaunch of the All-Party Parliamentary Markets Group and places on record our thanks to the Chair, Julia Buckley MP, Shrewsbury for his commitment and leadership of the Group.

It has been heartening to see the ever-growing awareness of NABMA within Westminster with invitation, attendance and a submission to the House of Commons, Treasury Committee inquiry into 'Acceptance of Cash'.

NABMA was also pleased to receive an invitation to present evidence to the House of Lords Built Environment Committee High Streets Inquiry. It was rewarding that both the Inquiry report and subsequent government response made mention of the value of local markets.

NABMA has also attended meetings with the reformed High Street Sector Leaders Group and regular dialogue has been maintained with the National Market Traders Federation (NMTF), the Association of Town and City Management (ATCM), the Society of Local Council Clerks and the National Association of Local Councils.

NABMA has also played an active role in WUWM supporting international events in Bremen and Copenhagen.

Our relationship with the LGA has continued with discussions around business rates and we have also continued to work closely with the Valuation Office Agency (VOA) on business rates and the 2026 revaluation.

Once again NABMA places on record its thanks to all the various partners we have worked with during the last year for their support and continuing interest in our promotion of the markets industry.





# NABMA, LGA and Business Rates

**The burden of Business Rates has been a key priority of NABMA's Markets First Campaign and throughout the year discussions with government and the Local Government Association have continued about how we might successfully achieve our objective. In June we were told by government that the lower multipliers for retail, hospitality & leisure (RHL) properties announced last Autumn Budget will broadly mirror the scope of the existing RHL relief. The guidance for this relief scheme, published by MHCLG, explicitly names 'markets' as an eligible property type.**

We were reminded that Section 47 of the 1988 Local Government Finance Acts prevents local authorities (LAs) from granting themselves discretionary reliefs on properties for which they are the ratepayer. This has prevented LAs from awarding RHL relief to the retail markets they operate. However, as the new RHL multipliers are not a discretionary relief, the limitations on LAs awarding themselves discretionary relief created by Section 47 will not apply.

The Government will lay regulations setting out the exact scope of the new multipliers later in 2025 and we understand that they intend to legislate for LA-owned RHL properties to be treated no differently to privately-owned RHL properties.

NABMA continues to lobby that arrangements will be fully enacted, and Markets can feel some real benefit in the future.



## NABMA & London Markets

**NABMA has long supported London authorities through the two discussion groups as originally hosted and facilitated by NABMA. NABMA reaffirms its willingness to continue to support the rebranded London Local Authority Street Trading (formerly the London Street Trading Bench Marking Group) and the AoLM (Association of London Markets).**

It is disappointing that the AoLM has not met for approaching two years. The GLA have retired the LMB and interested organisations, including NABMA, have been exploring the potential for a new 'Markets Forum' to continue and to have a seat at the table of the Mayor's Business Board. It is suggested a new partnership should seek to include all London local authorities; private operators and to identify private sector patrons.

At the present soundings are being taken regarding the above arrangements. NABMA remains committed to ensuring a voice is maintained for London Markets and is an active participant in discussions.





# GREATER MANCHESTER MARKETS PARTNERSHIP

**NABMA has been an active participant in the discussions for the setting up of a Greater Manchester Market Partnership (GMMP) with the formal launch planned for October 2025. This will exist to provide strategic guidance, advocacy, and coordination across market operations within Greater Manchester. The Partnership will support shared objectives such as sustainability, inclusivity, economic resilience, and cultural vibrancy in the region's market sector. The membership of the Partnership will include**

- Greater Manchester Combined Authority
- Local market operators and managers
- Local authority economic development teams
- Representatives from trader associations
- Community organisations engaged with market activities
- Members of the Academic Community to support data development and Social Value measurement

As the local governance agenda moves towards combined authorities then the markets model being developed for Manchester can be tailored for other regional areas.

## TREASURY SELECT COMMITTEE: ACCEPTANCE OF CASH

**The Committee invited NABMA to give evidence as part of its Inquiry. Evidence was invited from various stakeholders regarding groups in society who rely on cash from a consumer perspective.**

The Committee held a session to take views from industry on whether cash usage should be protected, and what the costs and benefits might be for industry. The Committee was very keen that the voices of markets should be heard, as markets are a “key part of the economy in many towns and rely heavily on cash and the bargaining that can go with using cash”.

NABMA made a verbal submission stressing the importance of cash within the markets industry and participated in additional round table discussions.



# GOVERNMENT AND NABMA VISIT SHREWSBURY

**NABMA was pleased to facilitate a visit by the Senior Policy Advisor on High Streets at MHCLG with other government officials to Shrewsbury to look at the performance of their High Street and the award-winning Market. The aim of the visit was to consider if there are any lessons to learn and best practices to share from the Shrewsbury experiences. Also, officials were keen to understand whether there are any gaps that government can help fill, or any additional powers and tools that may benefit market towns and high streets.**

It was an excellent opportunity to highlight the community importance and the valuable role that markets, like Shrewsbury, play in business start-ups, social inclusion, local food, retail, etc., and why it is so important that they are recognised and supported by government.



# NABMA PERFORMANCE NETWORK

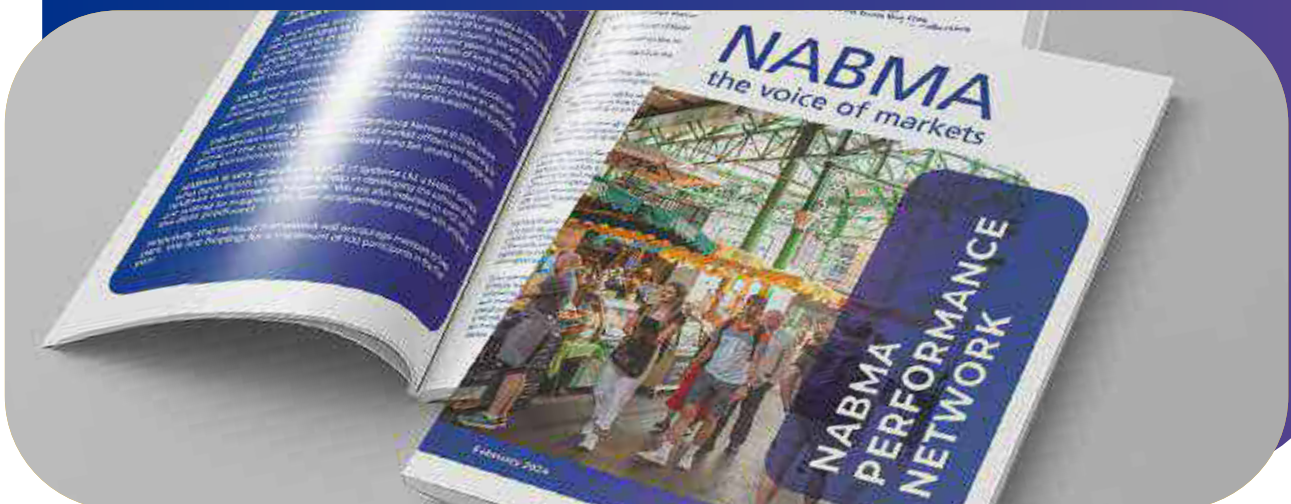
**The January Conference in Birmingham shared the NABMA Performance Network Survey 2024 headlines. We are grateful to APSE and Edge IT Systems for their professional support, and all those NABMA members that shared their information.**

As a summary of headlines

- Generally, markets were valued as a community asset at the heart of the city/town
- 33% told us that the number of stalls had decreased in the last 5 years
- Nearly 50% had introduced new activities, with one day speciality markets and entertainment a focus
- 15% of markets, events or services closed in the last 5 years
- Indoor market occupancy decreased by 43% and outdoor by 36% in the last 5 years
- 62% offer business incentives to attract new traders
- 93% use social media
- 86% of markets celebrate local events
- 57% work with schools and colleges

Worryingly, between 2018 and 2024 the percentage of markets that deliver a surplus has fallen from 46% to 38%

Supported by APSE, we then produced a detailed report on the Survey with case studies around retaining and attracting traders, the community influence by markets and, consultation. The aim of the collaboration was to enable a more simplified and user-friendly approach to data whilst utilising APSE's validation and reporting techniques. NABMA is grateful to all the members that contributed to our Performance Network and this significant piece of research. We also thank the markets that took part in the Case Studies within the report.

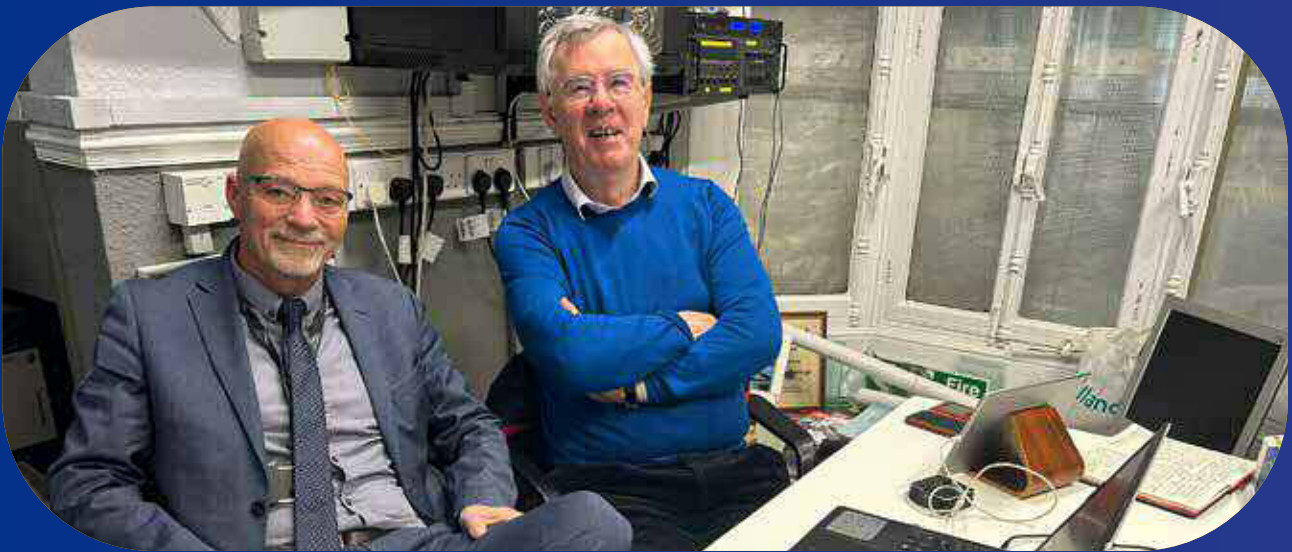




# NABMA Licensing Forum

**A new NABMA initiative has been the setting up of a Licensing Forum. Over seventy people signed up to attend the initial event making it one of the most successful NABMA virtual events.**

Follow up events were arranged when four NABMA members, from both large and small authorities, agreed to outline their current market licensing arrangements and share the benefits and challenges they faced. Lots of good practice was shared and signposting to the availability of documents to help introducing or improving market licensing policies. The Forum will continue to focus on some of the most important aspects of markets management alongside measures for protecting your own markets and ensuring a balanced markets offer throughout your area.



## Markets and Legal Matters

**Legal advice and support are one of the key NABMA member services acknowledging that there are so many legal issues that impact on the operation of Markets. Over the course of the last twelve months Graham Wilson OBE, NABMA's Legal and Policy Consultant, has dealt with enquiries from almost a hundred NABMA members on a range of different topics. Graham, of course, is one of the country's leading experts on market law and, in addition to his work with NABMA, he is also the current co-author of Pease and Chitty, the only authoritative textbook on market law.**

To assist NABMA members, Graham has produced in a publication a summary of what he regards as the twenty-five questions that have been asked on a regular basis and others that might be of general interest to members. NABMA launched this new publication that focussed on Markets and Legal Matters. It is an excellent first point of reference as and when issues arise.

NABMA wishes to record its sincere thanks to Graham for this publication. It provides guidance and background to so many questions around market powers and rights, management and operational issues. Regardless of problems, research, or as a reminder of the unique status of markets, then the publication is an invaluable resource to market management.

# Conferences and Events

**Two national conferences have been held during the year both attended by over 250 delegates from a wide cross section of industry interests and government. In September we returned to Harrogate for our 'Markets of Today' Conference kindly sponsored by Vitabri. In January the venue was Birmingham for the topic of 'Your Market: Asset or Liability', kindly sponsored by Blachere Illumination.**

We are grateful to the very positive feedback for both events in terms of organisation and learning. NABMA placed on record its thanks to all delegates, sponsors and speakers for the immense support and loyalty as shown in supporting our events.



## NABMA CPD Courses 2025

**In the Spring we completed our series of six free online CPD Courses. These ninety-minute sessions were scheduled monthly, and we have been delighted with the response. Our thanks go to everyone that has attended the events or watched later online. We understand that approaching 500 colleagues have either joined the actual events or listened to the recordings made subsequently available exclusively to NABMA members.**

Feedback has described the courses as practical and insightful with great value placed on the learning opportunity and the sharing of good practice through online tools.

Due to their popularity, we are now in the planning stage for a further series to begin in the Autumn. These have been a valuable addition to the NABMA calendar.



## Great British Market Awards 2025

The Great British Market Awards 2025 celebrated the outstanding contributions of markets to local communities, regeneration, and tourism over the past year. Hosted by NABMA at the January Conference in Birmingham, the prestigious awards ceremony showcased the best in market excellence. NABMA extends its gratitude to the Market Place for their sponsorship of the awards. The award winners were:

**Best Large Indoor Market:** Tavistock Pannier Market

**Best Small Indoor Market:** Harborough Market

**Best Large Outdoor Market:** Whitechapel Road Market

**Best Small Outdoor Market:** Columbia Road Flower Market

**Best Community/Parish Market Joint Winners:** Stanley Park Market & Bridlington Market

**Best Large Speciality Market:** Broadway Market, Hackney

**Best Small Speciality Market:** Bolsover Artisan Market

**Best Large Food Market:** Borough Market

**Best Small Food Market:** Bath Green Park Station Market

**Best Wholesale Market:** New Spitalfields Market

**Best Market Attraction:** South Molton Pannier Market

**NABMA Outstanding Market Achievement Award 2025:** Belfast Christmas Market



# NABMA Market Awards 2024

**Our market awards were presented at our conference at Harrogate in September. The winners were:**

**Large Market Manager of the Year:** Rachid Ghailane of Greenwich Market

**Small Market Manager of the Year:** Gail Bates of Market Harborough

**Large Market Team of the Year:** Barnsley Markets Team

**Small Market Team of the Year:** Ruddington Village Market Team

**Large Market Achievement Award:** Hackney Markets Shop Fronts and Street Trading Service

**Small Market Achievement Award:** Sudbury Town Council

**Young Market Champion of the Year:** Andreja White of Errol Sunday Market Team

**NABMA Special Achievement Award:** Simon Baynes

**Lifetime Achievement Awards were presented to:**

Adrian Harrison, Leighton Buzzard

Deborah Carpenter, London Borough of Camden









# KRYS ZASADA AWARD: PATRICIA LENNON

**The Kryś Zasada Award is NABMA's highest honour and was awarded to Patricia Lennon for her leadership of the Real Deal Campaign.**

The Campaign has been vital in maintaining the integrity of UK markets by promoting honest, safe trading environments. It focuses on protecting consumers and ensuring that counterfeit or unsafe goods are not sold in markets, making them trustworthy spaces for shoppers and traders alike.

Patricia's work has fostered partnerships between trading standards officers, market operators, and the Police, creating a nationwide effort to keep markets safe and transparent.





## Love Your Local Market 2025

**NABMA can be very proud of the May 2025 Campaign. From 16th to 31st May, markets across the UK came alive under this year's campaign headline: "Made by Markets"—a message that perfectly captured the people, passion, and purpose behind every stall and story.**

With over 500 markets participating and a huge uplift in digital engagement, LYLM 2025 has proven once again that markets remain at the heart of our communities. From creative youth events to powerful stories of local traders, we celebrated the best of what markets do—unite people, inspire pride, and drive local economies. From themed events and youth enterprise showcases to music, food, and storytelling, the campaign demonstrated just how vital markets are to the places they serve—bringing people together and supporting local livelihoods in inspiring ways.

Our thanks are extended to Ian and Rob at Square Cactus; GM Imbers & Sons for the offer of free start up trader insurance and Zapp, as our headline sponsor.

This year's campaign delivered exceptional results both online and on the ground:

- Social media impressions increased by 160%
- Engagements grew by 14.5%
- Video views rose by nearly 90%
- Facebook activity increased by over 200%
- Instagram and Facebook audiences grew by more than 30%
- Overall net audience growth climbed by nearly 29%

The campaign also gained powerful recognition in Parliament. Julia Buckley MP, Chair of the All-Party Parliamentary Markets Group, and Jo Platt MP both publicly championed the importance of markets during the campaign, calling for continued support to safeguard these vital community spaces. The campaign was resoundingly endorsed by the Leader of the House, Lucy Powell MP, who praised LYLM as "a great campaign"—a strong signal of cross-party appreciation for the value of markets in both local life and national policy.

Beyond Westminster, local Members of Parliament and Members of the Welsh Assembly visited markets throughout the campaign period. These visits provided valuable opportunities to meet traders, connect with market managers, and witness first-hand the social and economic impact of markets in constituencies across the UK.







# NABMA MARKETS FIRST CAMPAIGN

**NABMA launched in April 2023 our two-year campaign, “Markets First” – A vision for UK Markets aimed at securing the future for UK markets. We set out to engage with our members, traders, government, partners, and the media to create a national dialogue about the future of markets.**

It was our aim that the campaign would bring to the forefront the future of markets and their importance to communities through a programme of discussion, challenges, training, upskilling, benchmarking, and best practice. We can reflect with pride on the campaign and its many outcomes.

- ✓ **Support was received from the APPMG, the former High Street Sector Leaders Group, the government Retail Forum and government civil servants**
- ✓ **The campaign was supported by WUWM**
- ✓ **A ‘Making the Case for Markets 2024’ was published**
- ✓ **A round table meeting was held with the former High Street Minister**
- ✓ **A national template has been produced on market charges**
- ✓ **NABMA has worked with the LGA on changes to the Non- Domestic Rating Bill**
- ✓ **Ongoing VAT guidance has been provided for members**
- ✓ **A Performance Network Group has been established**
- ✓ **A social media campaign was highly successful**
- ✓ **NABMA is working with partners to review our professional development opportunities**
- ✓ **An Elected Member Guidance for Markets was launched for local elections**
- ✓ **Community research and working with government has produced excellent case studies**
- ✓ **Successful Love Your Local Market campaigns have been delivered**
- ✓ **Good practice publications were produced on Disciplinary, Community, Consultation and Trader Engagement and Recruitment**
- ✓ **Enhanced dialogue has taken place with civil servants**
- ✓ **Senior civil servants have attended NABMA conferences**

## NABMA and Real Deal

NABMA was delighted to celebrate nearly two decades of partnership with the Real Deal Campaign with a full week of promotion and a live online event. Over the week, markets across the UK came together to reaffirm their commitment to safe, fair and fake-free trading. We were proud to work with the Real Deal campaign to spotlight market success stories, share expert guidance, and host a well-attended virtual session.

Highlights Included:

- A successful virtual session with over 25 market professionals
- New interest from several markets
- Case studies from long-time Real Deal signatories
- Launch of a new WhatsApp support group for market operators

Our message throughout the week was

- Review the Real Deal Code of Practice
- Refresh or re-promote your market's Real Deal status
- Sign up if you're new to the campaign
- Join the new WhatsApp group to stay connected

We have been proud to continue supporting the Real Deal alongside market operators and Trading Standards services across the UK. Thank you again for being part of it.



**REAL DEAL WEEK 2025  
REVIEW AND RENEW**

**14-18 JULY**

**Working Together for Fake-Free Markets**

#REALDEALWEEK

## NABMA Wholesale Forum

The Forum was relaunched in November at New Covent Garden Market. This was an excellent event involving site visit, presentations a round table discussion on both strategy and operational issues. It was good to hold a physical event with an excellent tour of the market and a wide range of discussion topics including the current situation regarding the future of the London Wholesale Markets.

A further meeting is planned at the end of the year.

## Training and Development

Training and Development of your market team is essential to your success and this is why NABMA offer bespoke training and qualifications.

Delivered in collaboration with the Institute of Place Management (part of Manchester Metropolitan University), this is the leading professional qualification for market managers. There are two qualifications available:

The National Diploma in Market Administration & The London Diploma in Markets and Street Trading Administration, please check our website for details.

## NABMA Support and Advice

NABMA has continued to provide a daily advice, information, and update service. Many market rights issues have been addressed by our Legal and Policy Consultant.

Recent examples of further NABMA support include commentary on licensing, Martyn's Law, VAT, business rates and temporary markets.



## Market Support Sessions

NABMA, as part of its membership benefits provides market support sessions. A two-tier arrangement of help is available, either by Zoom or onsite visits. NABMA is proud to have a team of very experienced market managers who are pleased to interact with colleagues around the country by Zoom offering an hour or so of their time to discuss local operational market issues where advice is needed on a free of charge basis. The session options have also been extended with an onsite visit now available at a reasonable daily cost.

## Social Media and Website

Our website contains lots of information about NABMA and our work. It also has a comprehensive Members Area that contains research, template documents, information etc..

Please make sure you make yourself aware of the helping information that is at your fingertips.

The database that drives the website and social media has been upgraded so please make sure NABMA has your most up to date contact details.

## Basecamp

The social media platform is constantly praised as a key NABMA resource with nearly 500 registered NABMA members now participating daily by asking questions and sharing information.

A moderator has been appointed to promote and manage the service.

Further investment is taking place in this valuable resource to build up the available NABMA library of information and research.





## NABMA PFM Weekly Footfall Index

The Index is a weekly information update from NABMA sponsor PFM Intelligence that provides retail category comparisons, including markets. This is a valuable resource to track trends and influences on the high street, retail parks and our industry.



**Allan Hartwell**  
Director

**Nick Rhodes**  
Chief Executive

Headline Sponsor 2025

MARKET  
PLACE

## Thank You Sponsors

The support of our sponsors is vital to our continued existence. Our headline sponsors have provided sponsorship and friendship over many years.

We are proud of our continuing relationship with each of our main sponsors and are indebted for this continuing loyalty.



## Market View Newsletter

This ever-expanding publication appears bimonthly with all the latest NABMA news. It is now the only market industry news publication. Read all about our forthcoming events; enjoy features on market people and award-winning markets and be sure to note the various legal and policy updates.



## Oswestry Service Level Agreement

A continuing reason for NABMA's success is the support arrangements enjoyed with Oswestry Town Council. They help deliver our various conferences and events and provide professional services covering administration and finance. Marina Atherton is our new point of contact at Oswestry Guildhall. NABMA is pleased that this long and valued relationship continues.

# NABMA BOARD OF DIRECTORS 2024/25

NABMA places on record its thanks and recognition of the role and support the Presidency and Board of Directors provide to the NABMA Consultancy Team and membership throughout each year.

**President:** Councillor Chris Poulter, *Derby*

**Past President:** Mick Barker, *Derby*

**President-Elect:** Councillor David Hopkins, Swansea

Debbie Carpenter, Camden

Daniel Ritchie, City of London

Allan Hartwell, Market Place

Jane Swift, former Borough Market

Maria Cotton, Oldham

Daniel O'Sullivan, Hackney

## NABMA CONSULTANCY TEAM

David Preston: Chief Executive

Graham Wilson OBE: Deputy Chief Executive and Legal and Policy Consultant

Chris New: Member Services Consultant

Marina Atherton: Oswestry SLA

Ian Holmes/Rob Wilkinson: Media and Technical Support Consultant

Colin Wolstenholme: Performance and Research Consultant

Steve Pickering: Professional Development Consultant

Rob Nixon: Support Sessions Consultant

David Catterall DL: Basecamp Moderator



# AND FINALLY...

**As last year, and as anticipated NABMA, like most similar national organisations is continuing to face unprecedented challenges in terms of membership, sponsorship and events. Without doubt, the problems of national and local government finance are impacting deeply. With these problems at the fore then the year has been about promoting NABMA and its offer even more widely with new events, promotions, publications and both online and physical events.**

In these difficult and fast changing times then NABMA is proud to be the true voice of the industry. We continue to work tirelessly to deliver our priorities, campaigns, services and advocacy role. We have a strong voice within Westminster, evidenced throughout this Annual Review and we continue to enjoy excellent high street partnerships.

NABMA would like to sincerely thank all its membership, Board members and all the NABMA team for their support, hard work and commitment to NABMA and their leadership of the markets industry. Collectively as one voice we can, and do make a difference within an industry that we are so proud to be engaged within.





# NABMA

the voice of markets



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[info@nabma.com](mailto:info@nabma.com)



The Guildhall, Oswestry,  
Shropshire. SY11 1PZ

**ITEM 13.**

**SEVERN TRENT – BATHING QUALITY WATER INVESTIGATIONS**



# **SEVERN TRENT – BATHING QUALITY WATER INVESTIGATIONS**

**Report No. SS/25/22**

**Services Committee  
3<sup>rd</sup> September 2025**

## **1. INTRODUCTION**

- 1.1 Ludlow's river Teme is an important local amenity for residents and visitors for activities such as swimming, water sports and fishing.

The water quality is therefore important to ensure people's health and wellbeing.

## **2. RECOMMENDATION**

- 2.1 To consider the request from Severn Trent Water.

## **3. BACKGROUND**

- 3.1 We previously agreed for a temporary kiosk to be installed at Linney riverside park as part of the Severn Trent Green Recovery Programme – this kiosk was in place for several months from May 2022.
- 3.2 The kiosk was then removed when the sampling period ended.
- 3.3 We also have a Bathing status and river monitoring project organised by the Environment Agency which is ongoing. This incorporates a Fluidion auto sampler and water quality monitoring kiosk which auto samples the bathing water for bacteriology and other water quality parameters.

It was installed for a trial period in February 2025 and is continuing to provide useful data for site users and to build up a picture of the river's health.

The data is available to view here: [Hydrology Data Explorer - TEME\\_LUDLOW\\_FLUIDION\\_K\\_202502](#)

#### 4. REQUEST RECEIVED

- 4.1 A request has been received from Dalcour MacLaren (a consultancy service) as below:

*I am writing to you on behalf of Severn Trent Water (STW) in relation to the Water Quality Investigations project that we have previously written to you about.*

*STW are looking to install a temporary Auto-Sampler to take samples of the water in high and low levels to be able to understand the quality of the water at these times and to look at how it can be improved during the bathing season (May – September).*

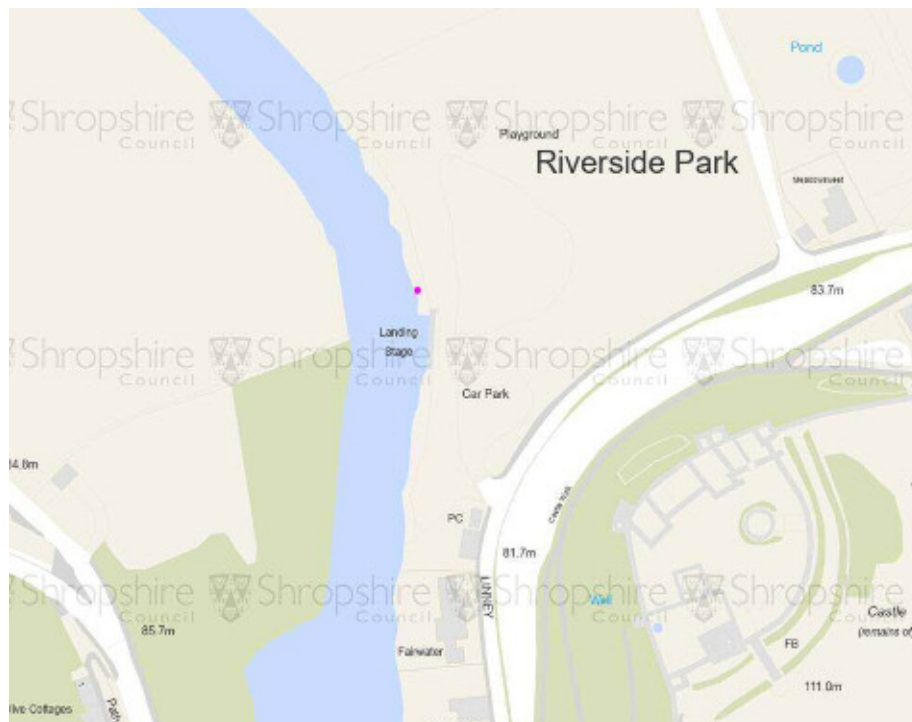
*The sampler would be installed for a period of 12 -16 weeks*

- 4.2 We have also introduced the officer from Dalcour MacLaren to our contact at the Environment Agency, who is working on the Bathing Water Project and monitoring.

The EA have confirmed it will be useful for both projects to compare and validate results.

## 5. TEMPORARY SITING OF AN AUTO-SAMPLER

- 5.1 The auto-sampler kiosk will be positioned at the same location as the kiosk was installed in 2022 and an image of how it will look is below.







Deputy Town Clerk  
August 2025

**Implications**

**Wards Affected (All)**

**Financial (not applicable)**

**Health & Safety (not applicable)**

**Law & Order (not applicable)**

**Environmental Implications (not applicable)**

**ITEM 14.**

**CHRISTMAS LIGHTS IN CORVE STREET**

# **CHRISTMAS LIGHTS IN CORVE STREET**

**Report No. SS/25/23**

**Services Committee  
3<sup>rd</sup> September 2025**

## **1. INTRODUCTION**

- 1.1 This report provides an update on necessary adaptations to the new hanging system for Christmas Lights in Corve Street.

## **2. RECOMMENDATION**

- 2.1 To note the update on adaptations required for lights in Corve Street.

## **3. BACKGROUND**

- 3.1 The Christmas lights in Corve Street required a full refurbishment because the hanging infrastructure needed replacing. This was seen as an opportunity to make improvements, and Council approved a new parallel hanging system to replace the former crisscross system.
- 3.2 The parallel hanging system is a safety improvement because it will be quicker to install and reduce the time spent working on the roadway.
- 3.3 The lights chosen for the new hanging system were icicle type lights.

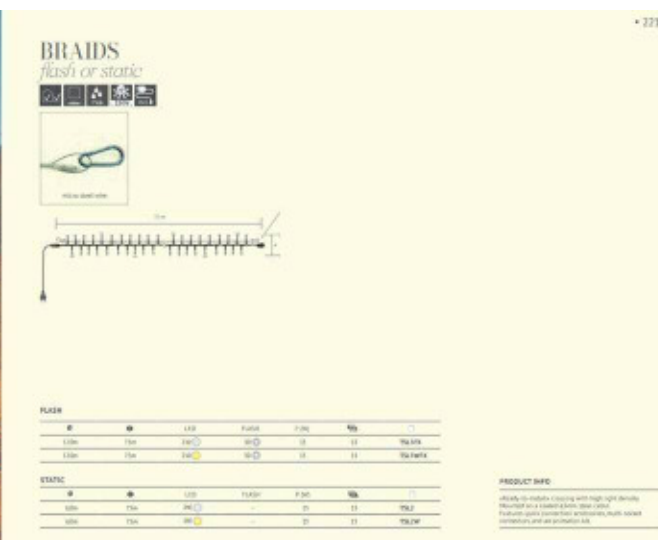
## **4. CURRENT SITUATION**

- 4.1 Changes of this nature require testing and monitoring by a team that includes the DLF supervisor and team, Christmas lights administrator, town clerk, and electrician / contractor to ensure safe implementation.
- 4.2 In the testing process the town council team found that the extra weight of the new style of lights meant that they were unable to achieve the same

tension, which would affect the height above the roadway. In the testing phases staff collaborated with Shropshire Council, who give approval for lights hung across the road, and Shropshire Council were concerned about the clearance height of the icicles above the roadway.

4.3 This information has been discussed by staff and the contractor, and after a further site visit, a new solution has been found that will maintain the parallel hanging system and introduce higher visual impact lights. The new lights will be a braid of lights (string of lights style with a higher density of bulbs) rather than icicle lights. The lights supplier has agreed to exchange the icicle lights purchased for braid lights.

4.4 The budget for Christmas lights (11/4158) in 2025 / 26 is £20,000.00. The quotation for the new braid lights is £4,340.00. The Christmas lights expenditure in 2024 / 25 was £12,013.00. Based on these figures, the expenditure in 2025 / 26 will remain within budget.



Town Clerk  
August 2025

## Implications

**Wards Affected (All)**

**Financial (previously agreed budget)**

**Health & Safety (HASAWA 1974)**

**Law & Order (None)**

**Environmental Implications (Not stated)**