

ELLESMERE TOWN COUNCIL



MARKET POLICY

Adopted by Council: Ellesmere Town Council:

Date: October 2023

Reviewed: 2nd February 2026

Date of next Review: Bi- monthly

MARKETS POLICY

1. Introduction

The Council recognises the importance of markets in the local economy and the character of the area. They remain an important Council service and contribute in a number of ways to the local communities they serve.

The Council's markets are described in more detail in Section 2 of this policy, and they represent an important investment by the Council in delivering economic regeneration and town centre vitality.

The Council is keen to maintain the balance of markets throughout its area and also ensure that there is consistency in the way that markets are organised. In this context the Council has decided to implement a markets policy which sets out the basis upon which markets are held and the process by which applications for new markets will be considered.

The Council recognises that there are many different types of market activities and the policy adopted by the Council is intended to cater for each type of market. In particular, the Council's policy distinguishes between commercial markets and those that are largely community-based with a strong charitable element. Section 5 of the markets policy deals with the different types of market and the Council's approach in considering applications in respect of such markets.

The policy will be reviewed on an annual basis.

2. Markets

- Shropshire Council transferred The Elizabethan Ellesmere Market Town Charter – Market Rights to Ellesmere Town Council to run markets from the Market Hall, Ellesmere, Shropshire. Document signed on Wednesday, 6th March, 2013. (Minute Ref: 342/12).
- Ellesmere Town Council (ETC) resolved to temporarily delegate the powers of running, managing and maintaining Ellesmere Market to Shropshire Council commencing with effect from Tuesday 27th February 2026 (backdated) for an initial period of 12 months to the 26th February, 2027.

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- Ellesmere Town Council adopted the power to operate the market under: Part 111 Food Act 1984 (Minute Ref: 132/13).

3. What is a market event?

The Council's markets policy is intended to cover all market events held within the Council's area. In order that potential market operators are fully aware of the Council's definition of a market the following guidelines are provided:

- a) the legal definition of a market is a “concourse of buyers and sellers” (this means that the public are entitled to attend market events to buy and sell).

- b) A market will comprise not less than five stalls, stands, vehicles, whether moveable or not or pitches from which articles are sold.
- c) There will be an operator of the market who will be responsible for the organisation and delivery of the event.
- d) The term “market event” includes car boot sales, antique and craft markets, general markets, farmers' markets and charity markets.
- e) A market may sometimes be held as an integral part of a special event and where this arises the market element will fall within the Council's markets policy.

The Council's markets policy differentiates between markets of a commercial nature and community-based markets which have a strong charitable element.

This markets policy does not cover street trading activities. Where this is the case the Shropshire Council's licensing section should be consulted.

4. Market Rights

The right to hold a market gives the owner of the right certain important powers, including the ability to control other markets held within 6^{2/3} miles of the market owner's own market, however the Ellesmere Town Council has chosen to only exercise their rights in the Ellesmere Urban Parish.

The Council, by virtue of its statutory powers, enjoys market rights throughout its area and is in a position to consider applications for market events.

Section 5 of this policy sets out the basis on which applications will be dealt with by the Council.

This right has been exercisable for many years and the Council has taken into account relevant UK legislation in drawing up this markets policy.

All markets held in Ellesmere are licenced and operated in accordance with the provisions of Part III of the Food Act 1984.

The statutory powers afforded to the Council under the provisions of Part III of the Food Act 1984 enable the Council to:

- a) implement a markets policy within its area;
- b) operate markets within Ellesmere;
- c) consider applications for other markets; and
- d) determine whether such markets can be held by way of consent.

5. **Licensing of markets under the Council's Markets Policy**

The Council's consent to a market event must be given before the market takes place. Markets will only be licensed once an application for a markets licence has been successfully pursued. Any market that takes place without such a licence is in breach of the Council's markets policy and will be subject to enforcement action as described in Section 10.

The Council will consider applications in respect of the following categories of market events:

- i) Commercial markets
- ii) Community-based markets with a strong charitable element

The criteria set out in Section 4 will be relevant in respect of both categories of market event.

i) Commercial markets

A commercial market is one which is operated for profit and where the traders are engaged in a business activity of selling goods for their own purposes.

The Council will consider applications in respect of commercial markets having regard to the following requirements:

- a) No market will be authorised within Ellesmere Urban unless it can be demonstrated that the new market will not undermine the existing market and not prejudice the overall market offer.
- b) In respect of any consent the operator must have adequate insurances, comply with trading standards guidelines, health and safety requirements and any other statutory provisions laid down by the Council.
- c) A fee will be paid in respect of any consent given by the Council and the fee will be based on the size of the market and the frequency of the market. Refer to Section 6 in respect of fees.
- d) The goods to be sold on the market will be approved by the Council.
- e) A licensing agreement will be entered into between the operator and the Council and such licensing agreement must be concluded before the market takes place.
- f) The Council will insist on such other requirements as are deemed appropriate to ensure consumer and public safety standards.

ii) Community-Based Markets With A Strong Charitable Element

Community-based markets are organised by local communities or organisations with the intention of raising funds for a specific charity or celebrating a special event.

The Council will consider applications in respect of community-based markets having regard to the following requirements:

- a) The markets must be operated on a non-profit making basis to assist a charity or community event and the operator shall supply relevant information to the Council if requested. While it is acknowledged that some traders will be selling goods for their own purposes, the Council will look for the event to have a strong charitable element in the way the event is organised.
- b) In respect of any consent the operator must have adequate insurances, comply with trading standards guidelines, health and safety requirements and any other statutory provisions laid down by the Council.
- c) A licensing agreement will be entered into between the operator and the Council and such licensing agreement must be concluded before the market takes place.
- d) The Council will insist on such other requirements as are deemed appropriate to ensure consumer and public safety standards.

Applications in respect of both commercial markets and community-based markets should be made to the following:

Town Clerk
Ellesmere Town Council
1-3 Willow Street
Ellesmere
Shropshire
SY12 0AL

Email: jo.butterworth@ellesmere-tc.gov.uk

Information about the Council's markets policy and application form can also be obtained online:

www.ellesmere-tc.gov.uk

The Council will endeavour to deal with applications for a markets licence within a period of twenty-eight days. An operator of a market event is therefore urged to submit an application as early as possible to ensure that the Council has adequate time to consider the relevant matters in an appropriate way. In considering the application the Council will require sufficient information to deal with all the issues set out in the criteria listed above and also covered on the application form. Failure to provide such information is likely to lead to a delay in the Council coming to a decision.

If the Council decides to refuse an application, it will set out the reasons for its decision and will advise the procedure for submitting an appeal in respect of the refusal. Normally any appeal must be submitted within fourteen days of the Council's written decision.

6. Fees

It is proposed that the fees in respect of commercial markets should be based on the following requirements:

Number of stalls	Single Market	Additional amount per market – up to 12 markets per year	Additional amount per market – over 12 markets per year
Less than 15	£50	£30	£20
15 – 24	£100	£75	£50
25 – 34	£150	£120	£100
35 – 44	£200	£150	£125
45 – 54	£250	£200	£150
55 – 100	£500	£400	£300

In respect of community-based markets it is proposed that an administration fee of £100 is paid to cover the Council's administrative costs.

Renewing a market licence

Market Operators should re-submit their application every 12 months if they wish to continue to operate a regular market. This must be done at least one month before their current market licence expires.

The Council will not send out reminders for renewals. It is up to the operator to renew their application on time.

Lapsed market licences will be dealt with as new applications.

7. Other Approvals

It is important to emphasise that any approval given by the Council in respect of its market policy does not remove the requirement for other relevant approvals to be obtained.

In particular the operator of a market should ensure that where the market is being held on private land, the approval of the landowner is obtained. The Council may wish to receive evidence of such approval.

The Market Operator shall be responsible for any temporary road closures and associated traffic management arrangements that may be required to facilitate the operation of the market.

The Market Operator should consult with the Shropshire Council's Planning Department to ascertain whether planning consent is needed for the market to operate. Any market held in the same location for 14 or more days in a calendar year will require planning consent.

Attention is also drawn to the provisions of the Licensing Act 2003 in respect of any entertainment provided at the market or where a Temporary Events Notice might be required in respect of the sale of hot food or alcohol.

The Council may require evidence of these approvals being obtained prior to the granting of a market licence.

8. **Enforcement**

The Council will monitor the application of its markets policy and any market event which is established after the date of the implementation of this Markets Policy will be subject to the Council's requirements.

Any market which is not approved by the Council under Section 5 of its Markets Policy will be subject to legal action and the Council will seek an appropriate remedy in the courts to prevent the market being held and/or damages as appropriate.

Any market operator acting in contravention of any market licence granted by the Council will run the risk of the licence being terminated by the Council on such terms as the Council determines and, in such circumstances, the Council reserves the right to refuse any future applications for market licences submitted by the operator concerned or any person or organisation associated with the operator.

Any costs of, or associated with, enforcement action deemed necessary as a result of the Market Operator's failure to comply with the Market Policy will be recovered from the Market Operator.

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