



## High Wycombe Town Committee Agenda

Date: Tuesday, 10th September, 2019  
Time: 7.00 pm

*The meeting will be preceded by a meeting of the Charter Trustees*

Venue: Council Chamber  
District Council Offices, Queen Victoria Road, High Wycombe Bucks

### Membership

Chairman Councillor A R Green  
Vice Chairman Councillor S K Raja

Councillors: K Ahmed, Z Ahmed, M Asif, Ms A Baughan, H Bull,  
Mrs L M Clarke OBE, M Clarke, M P Davy, R Farmer, S Graham,  
M Hanif, M A Hashmi, A E Hill, M Hussain JP, A Hussain, M Hussain,  
M E Knight, B E Pearce, R Raja, N J B Teesdale and Ms J D Wassell

*Membership is restricted to those Members representing the High Wycombe wards.*

**Fire Alarm** - In the event of the fire alarm sounding, please leave the building quickly and calmly by the nearest exit. Do not stop to collect personal belongings and do not use the lifts. Please congregate at the Assembly Point at the corner of Queen Victoria Road and the River Wye, and do not re-enter the building until told to do so by a member of staff.

**Filming/Recording/Photographing at Meetings** – please note that this may take place during the public part of the meeting in accordance with Standing Orders. Notices are displayed within meeting rooms.

---

## Agenda

Item		Page
1	<b>Apologies for Absence</b> To receive any apologies for absence.	
2	<b>Declarations of Interest</b> To receive any disclosure of disclosable pecuniary interests by Members relating to items on the agenda. If any Member is uncertain as to whether an interest should be disclosed, he or she is asked if possible to contact the District Solicitor prior to the meeting.  Members are reminded that if they are declaring an interest, they should state the nature of that interest whether or not they are required	

<b>Item</b>		<b>Page</b>
	to withdraw from the meeting.	
3	<b>Minutes of the Previous Meeting</b>	1 - 6
4	<b>Chiltern Rangers Update</b> Verbal update to be given by officers from Chiltern Rangers CIC (Community Interest Company).	
5	<b>High Wycombe Market</b>	7 - 28
6	<b>High Wycombe Town Committee - Forward Work Programme</b> To note the current draft work programme attached at Appendix A.	29
7	<b>Supplementary Items (if any)</b>	
8	<b>Urgent Items (if any)</b>	

For further information, please contact Jemma Durkan,  
[committeeservices@wycombe.gov.uk](mailto:committeeservices@wycombe.gov.uk)

# High Wycombe Town Committee Minutes

Date: 11 June 2019

Time: 7.00 - 7.55 pm

**PRESENT:** Councillor A R Green (in the Chair)

Councillors K Ahmed, Z Ahmed, M Asif, Ms A Baughan, R Farmer, S Graham, M Hanif, M A Hashmi, A E Hill, M Hussain JP, A Hussain, M Hussain, M E Knight, B E Pearce, R Raja, S K Raja and Ms J D Wassell.

Also present Councillor D Barnes (Deputy Leader and Cabinet Member for Engagement & Strategy).

Apologies for absence were received from Councillors H Bull, Mrs L M Clarke OBE, M Clarke and N J B Teesdale

## 1 DECLARATIONS OF INTEREST

There were no declarations of interest.

## 2 MINUTES OF THE PREVIOUS MEETING

**RESOLVED:** That the minutes of the meeting of the High Wycombe Town Committee held on 5 March 2019 be agreed as a correct records and signed by the Chairman.

## 3 WYCOMBE TRANSPORT STRATEGY - UPDATE

Members were given a comprehensive presentation by Simon Barlow (Infrastructure & Projects Officer – Planning & Sustainability) assisted by Rosie Brake (Principal Policy Officer – Planning & Sustainability) on the High Wycombe Transport Vision and Strategy.

The presentation represented an update on that given to Members back in January, Mr Barlow mentioned the forthcoming workshop in respect of the Strategy to be held in Committee Rooms 1 & 2 at Wycombe District Council the following Wednesday 19 June 2019 2pm to 5pm, at which all Members input was most welcome.

Mr Barlow emphasised the tie in of the Strategy with the ongoing regeneration work in the District overseen by the Council's Regeneration and Investment team.

The Strategy was to include a vision of how High Wycombe was to look and feel in 2050. It would help stakeholders to:

- Understand existing and potential future transport issues;
- Manage the impacts of proposed developments;
- Deliver wider place related improvements; and
- Better co-ordinate planned and future transport schemes.

Overall the Council wished to be more proactive than reactive within formulating and delivering the Strategy.

Referring to the map outlining the Study Area, it was noted that this was not just the Town Centre, it included the whole built up area of High Wycombe; this recognised that impacts came from further afield.

Key questions to be addressed in the Strategy were:

- How do we travel now, what will be the impact if we just carry on as now i.e. business as usual?
- How might we travel in the future?
- How might things change with new technology?

Developments over the last 30 years had been numerous, it would be hard to anticipate those of the next 30 years to 2050. Trends that could be certain were a lower carbon economy, an aging population, a growing population and a more urban population. Trends that could be less certain were an openness to new transport and the sharing of transport.

Members made a number of points and received clarification on a number of issues:

- Marlow was not included in the Strategy as it was a separate town and was not subject to as much development as High Wycombe under the current Local Plan;
- The Town Centre Masterplan related to the present, evidenced by the delivery of the recent Queen Victoria Road changes and the imminent opening of the Gas Works link road. The Strategy represented the future long term vision for the Town.
- Members emphasised that one could not over exaggerate the importance of public transport provision for the Town in the future;
- Driverless cars, car sharing and incentives to entice people away from their cars were all referred to;
- Car usage to be seen as a privilege rather than a right; with a change in culture being needed;
- Work place parking levies and congestion charges were usable options, if there was sufficient courage to utilise them;

- Members were assured that good practice from Europe and worldwide were to be looked at and considered / adapted for our Town;
- It was confirmed that CIL (Community Infrastructure Levies) could be utilised to subsidise transport schemes and initiatives;
- Reliability and cheaper pricing of public transport was seen as key to greater take-up;
- Being plugged into the TFL (Transport for London) system / grid was seen as a beneficial move to be considered not only ahead in the Strategy but also in the near future; and
- The consultees due to input into the consultation were outlined and the need for a broad cross section of views and interests was noted.

Mr Barlow and Ms Brake were thanked for their comprehensive and informative presentation on a key issue for the Town and District, they assured Members that their comments made this evening, which were invaluable input, would be fed into the said consultation.

#### **4 UPDATE ON HIGH WYCOMBE CEMETERY SECURITY**

Members noted the actions taken to date (and the cost thereof) in respect of the 5 potential security measures previously identified. Two of the five actions, that of:

- The installation of locally recorded CCTV at the two main gateways and on the rear entrance to the Snowdrop Garden; and
- The permanent closure of the Hampden Road / Snowdrop entrance

were noted as having been carried out.

Importantly the Members both noted and commended on the reduction to nil in respect of incidents of vandalism for the current year.

Members noted that the additional fencing on the northern footpath side was still scheduled and monies had been set aside for such. However given the reduction of incidents there was now no plan to install the higher gates at the Lodge, Office and Snowdrop entrances, these were well covered by the installed CCTV.

Officers were thanked for their considerable and successful work in respect of these issues over the last year or so.

#### **5 HIGH WYCOMBE CEMETERY MUSLIM BURIAL VAULTS**

Members considered the report which outlined the Councils resolution in 2011 to fund the installation of concrete burial chambers, following requests from Muslim community representatives. These chambers had been identified as more suitable for Islamic burial practices than the metal frames supplied by the Council up to that date.

The planned new vaults were to be deeper and to be installed as previously i.e. graves spaces laid out head to foot with a 1m path along the foot of the grave and 450mm gaps as a minimum between for access around the graves.

Members noted the concrete vaults that had been purchased and installed and had met the majority of Muslim residents families' requirements. It was planned that these chambers be sourced again and installed on the current cemetery site to be provided ahead of the planned new cemetery at Hazlemere.

Members commended officers on the work they had carried out over the period since 2011 to provide reasonably priced and suitable burial vaults.

**Recommended to Cabinet that:**

- i) £44,880 for 66 additional burial vaults be released from the Special Expenses Account;
- ii) £76,500 for works to install an additional terrace be released from the Special Expenses Account; and
- iii) Delegated authority be given to the Head of Housing, Environment and Community Services, in consultation with the Head of Finance and Commercial and the Chairman of the High Wycombe Town Committee, to make amendments to fees and charges relating to new concrete chambers for Muslim burials.

**6 INFORMATION SHEETS**

Members had been asked to note an error in respect of the Information Sheets as featured on the agenda, in that Q4 Budgetary Control Outturn 2018/19 had been referred to as info sheet number 1/2019 when in fact it was number 3/2019 and that additionally it had not been circulated in hard copy at the time of agenda publication / circulation.

This had been e-mailed this to Members earlier in the day of the Meeting and hard copies had been left on Members desks that evening.

Members received confirmation that the fees received for allotments and sports pitch use were retained by the operators under the terms of their contracts with the Council, these receipts and the retention of such were suitable accounted for in the original setting / tendering of the contract prices by these providers.

**RESOLVED:** That Information Sheets:

- 02/2019 High Wycombe Charter Market Update; and
- 03/2019 Financial Outturn Position for 2018/19

be noted.

## **7 HIGH WYCOMBE TOWN COMMITTEE - FORWARD WORK PROGRAMME**

The Committee's draft work programme looking ahead to March 2020 was presented for review.

Members suggested and the Chairman was in agreement, to the inclusion of a Report on the High Wycombe Charter Market on the agenda for the 10 September 2019 meeting. The Chairman pointed out that officers needed to know the exact issues on which Members wished to be updated in respect of the Market. And accordingly were invited during the next 14 days to submit such to the Democratic Services staff for referral to the appropriate Estates Services team officer.

It was noted that though Members could request the presence of a representative of the Company running the Market at the 10 September 2019 meeting, they could not compel them to attend.

**RESOLVED:** That the forward work programme be noted.

## **8 SUPPLEMENTARY ITEMS (IF ANY)**

There were no supplementary items.

## **9 URGENT ITEMS (IF ANY)**

There were no urgent items.

---

Chairman

### **The following officers were in attendance at the meeting:**

Simon Barlow	Infrastructure & Projects Officer – Planning & Sustainability
Jacqueline Boosey	Business Partner – Financial Planning & Analysis
Rosie Brake	Principal Policy Officer – Planning & Sustainability
Peter Druce	Senior Democratic Services Officer
Sue Drummond	Community Services Manager
Julie Openshaw	District Solicitor
Andy Sherwood	Contract Manager – Community Services





# Agenda Item 5

## High Wycombe Town Committee Report

The report to Town Committee in June from Saunders Markets provided the annual update on the current challenges faced and initiatives to be trialled. Following this members of Town Committee have raised a number of additional questions to which we provide a response below.

1. What income does WDC receive from HW Town Market?  
The net income from the market is split 70:30 between WDC and the operator respectively. This generated a net income of £29k to the Council in 18/19.
2. When is the contract renewal date for the market?  
The current contractual arrangements come to an end on 31<sup>st</sup> March 2021.
3. What involvement was there of Members, if any, with the latest renewal and was there any consultation with the local members, HWBIDCO, The High Wycombe Society, the High Wycombe Town Committee, or the Chairman of the HW Town Committee in agreeing any extension. Renewal?  
The extension in 2016 came within delegated powers. SMB and Cabinet Member consulted. HWBidCo were also aware of the extension of the current contract.
4. What investment has WDC made in the HWT Market over the last 5 years; 10 years?  
Investment by WDC and the operator over recent years has included the following: -
  - Assistance with forward funding/providing gazebos to traders and availability of gazebos to on-the-day traders
  - Interest free payment plans agreed with traders for gazebos over 6-12 months with additional incentives on pitch fees during this period.
  - Improvements to the electrical boxes to improve capacity and support air quality/reduce pollution from generators
  - Signage and flags. These are to be renewed.
  - Furniture provided for the street food area. These are to be upgraded and improved
  - Free parking provided for traders
  - Actively reducing operating costs to avoid an increase in pitch fees
5. What improvements have been sought by WDC to the market and were these made and has any further worked been undertaken to see if this has helped the market?  
See 4.
6. If not, why not?  
See 4

What rules has WDC agreed with the Market Contractor in the way of: market stall siting; market stall covers; market fees in particular on days when the market cannot work due to adverse weather conditions?

Market stall siting - Market stalls are to be focused around Little Market House and the Guildhall and then up the High Street.

Market stall covers – There is no formal requirement for these, however it is requested that they are used by all traders.

Market Fees – see 8.

If the market cannot happen – are the market stall holders still having to pay the stall fees.

If the market cannot happen for reasons outside the stall holders control and is called off by the operator/WDC no fees are due.

The use of the canvas covers – it was suggested that ALL market stall holders use the green and white striped covers, yet there are often stalls without them, why?

See 7.

What are WDC Officers doing to ensure uniformity for all market stalls, as those street food offerings appear not to always use the market stall coverings? Is there a licence fee to pay for the use of chairs and tables on the highway as is applied to restaurants, bars and food outlets if they have chairs and tables on the footpath (which is construed as the highway?)

The provision of managed and WDC/operator provided gazebos is being reviewed at present. However where traders have their own 'branded' stalls this is to be encouraged. There is no licence fee charged to the traders for the street food furniture.

Who would benefit from the collection of this fee – is it considered an income for HW Town Committee, or WDC, or BCC?

See 10.

7. Likewise, the income for the market itself? Who benefits from this is it considered an income for HW Town Committee or WDC?

See 1. This is an income to WDC.

8. Likewise tables – there have been times that market stall holders have used the pavement, which does not show a particular high regard by the Market Contractor in following the set rules?

This is no longer permitted except where the product is not suitable for being presented on a table/rack (e.g. bulky products).

9. What work has WDC done with BCC and TVP to ensure that large HGV lorries do not frequent the High Street – if, as is noted in the report, their complaint of large lorries using the High Street?

BCC have undertaken works recently to improve the bollard operation. HWBidCo due to previous involvement with BCC over the bollards and access control have agreed to approach BCC to review prohibited (not just controlled) access to the High Street during set hours.

Has there been the use of CCTV to assist, if not why not, as it is a WDC asset?

As evidence of any incidents this can be utilised if needed.

The Street Food operators often clean their cooking utensils using the cold- water tap situated by the Pepper Pot and they add congeal fat and food debris which runs into the drains, what is The Market Operator and WDC doing to stop this practice. We are told that Market Operator has issued the street food traders with plastic boxes to take away their greasy waste and water. Do you have proof that the rules for cleaning their utensils is happening?

All food vendors are issued with strict operating guidelines with signed appendices to state what is and what is not permitted. Should there be a breach they are given a formal warning and any subsequent breach will result in their trading pitch being terminated with immediate effect. The operator and WDC have no reason or evidence to believe that these are not being adhered to.

10. Can we be told how many market stall holders there were, excluding the street food offer in 2016, 2017, 2018?

See previous Appendices supplied to the Committee for these years – Each Trader Data Collation spreadsheet has a column titled *commodity* which stipulates product sold.

11. What is the number for street food stalls in the same years?

See 17.

12. How is the Market Operator advertising space for the HW Town Market to increase the offer – there is often adverts by the Market Operator in the Marketing journals, but no mention of High Wycombe, yet other locations are mentioned, why is this?

The operators advertise HW Market through all social media platforms and through a text-based advertising service to known market traders. Managers also visit surrounding markets to recruit traders with an invitation flyer offering various trader incentives. Market journal advertising is not considered to be cost effective.

Why does there appears to be no interest in the HW Town market by other stall holders other than street food?

This is not just associated to HW Market, it is a pattern across many markets. While retail spending remains constant, this spend has moved away from bricks and mortar to online platforms. With regard to everyday, non-food items online platforms compete on price which has traditionally been an area where market traders had a commercial advantage and flourished. This is compounded by the advent of 'discounters', pound shops and discount supermarkets. As a result, the number of traders seeking to trade has reduced and the type of offer they have has become food orientated, niche and service based. Many of these people only trade seasonally and this is not their primary source of income now.

Across the industry the existing business model for markets is changing, it has moved away from a position where demand exceeds trading space to a position where a trader can pick and choose their venues and trade on an adhoc basis. This growth of food-based and service-based business can also be seen within the Eden and the High Street where increasingly retail property has also been let to food-based businesses.

13. Why is it so poorly occupied with the usual market fare of fruit, vegetables, flowers, etc and fresh produce? Has there been any consideration of including a farmers Market?

See 20. The introduction of a specialist day, including focused themes such as produce, crafts, antiques etc is being discussed between HWBidCo, the market operator and WDC. This will be an opportunity to experiment with a farmers-type market event without alienating any of the few remaining regular traders, before rolling out on the existing market days if successful.

Other local markets, such as: Wendover, Princes Risborough, Beaconsfield, Aylesbury, Amersham and Thame, have a much better market offer than HW - why is this? Have Officers been to look at these markets and ask advice from these Towns?

Officers regularly visit Wendover and Princes Risborough markets. They are one day a week in towns without competition from 'discounters' and have very different demographics to High Wycombe. However, the creation of the new Buckinghamshire Council will bring together a number of these markets into a single Councils control. This will enable greater sharing of information and operation.

Should WDC be seeking a different operator as it appears the HW Town market is slowly dying? Indeed, what, if any, assistance has been sought from HWBIDCo, who are interested in ensuring the market is an attractive offer?

There is no evidence to show that fault lies with the operator or that other operators are available/keen to take over. Previous HWBidCo managers did not engage effectively with the market operator. Since the appointment of Melanie Williams there has been an improved relationship and quarterly meetings have been arranged to create greater collaborative working.

Is HWBIDCo in support of the suggestion of an extra day, which appears to only support the street food offer?

On the basis of a specialist day trading similarly to the existing market HWBidCo are not in support, but neither are WDC. The extra day is to innovate and provide a higher quality more focussed offering. See 21.

Why is it considered that an extra day would assist the already dying market in achieving better results, other than an income for the Market Operator and a plethora of more street food offer?

The concept of running a specialist day on a Thursday is not intended to be a permanent additional day, but one in which new innovation can be trialled without impacting on the existing market days and traders. If successful this can then be implemented on the existing market days and the specialist day ceased.

14. Questions regarding kebab vans on the High Street in the evening:

What rent do the Kebab Vans pay?

Do they pay any towards rates?

What agreements do we have with them?

What time do they start and finish ?

Any special arrangements made for them?

The kebab vans are not managed by the market operator but are licenced by the Council's Environmental Health team under individual street trading licences. Current street trading fees are c.£4,100 pa with c.£1000 pa for use of the electric boxes. No business rates are understood to be payable. Operating hours are Monday - Wednesday 18:00H - 01:30H, Thursday - Saturday 18:00H - 03:00H, Sunday 18:00H - 00:30H. There are no special arrangements with them.

15. We have a footfall counter in the town are we using this for looking at the footfall for the market days, is it more? How far back can we monitor the footfall on market days?

We are unaware of a current footfall monitor for the High Street.

16. Has there been any consideration to relocate the market into the Chiltern Shopping Centre? If not, why not?

The Chiltern Shopping Centre is not in the ownership of WDC and forms part of a planned major development.

17. The market has visibly been declining in front of our very eyes for the last few years, surely officers must have realised that changes needed to be made and hence did they ever consider of taking back the market into their own control? If not, why not?

A reduction in the number of market traders is a national trend and not specific to High Wycombe. The existing contractual arrangements run until March 2021. The Council does not have the necessary internal resource or experience to bring the market back in-house.

18. Why has WDC never thought it would be a good idea to increase footfall and sales within the market by a) subsidising the parking on the east side of the town b) offer free parking if people parked in the west side of the town and shopped in the market?

Parking charges are administered for the town as a whole. These were most recently reviewed in early 2019 having not previously been changed for 10 years. Short stay parking (30 mins) at Wycombe Swan MSCP is 50p. Administering any subsidy would be highly complex to manage.

## Appendix 1 - 2016/17 Trader Churn

<u>Casuals - Still Trading</u>	<u>Commodity</u>	<u>Notes / Reasons for not Trading</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
CASUAL	JERK BBQ	Still trading. Normally Tuesday & Friday. Signed up as a regular trader on Tuesday & Friday (ADDED BELOW)	NO Social Media	Exsisting Trader	Additional Space Given
CASUAL	THAI FOOD	Still trading. Friday & Saturday. Signed up as a regular trader on a Tuesday. Remains casual Friday & Saturday (ADDED BELOW)	NO Social Media	Exsisting Trader	
CASUAL	FISHERS BREWERY	Local to High Wycombe. Advertising his business	Yes	Text Message Service	
CASUAL	AVON	Promotional Stall	Yes	Exsisting Trader	
CASUAL	WELCOME GYM	Local to High Wycombe. Advertising his business	Yes	Direct Recruitmemnt	
CASUAL	CAMEBRIDGE WEIGHT PLAN	Promotional Stall	Yes	Office Enquiry	
CASUAL	RALPHS PIZZA	Has only worked two days so far (As of 13/12/17)	Yes	Office Enquiry	

<u>Casuals - Converted to Regulars</u>	<u>Days per week Worked</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
JERK BBQ STREETFOOD	2 Regular every Tuesday & Friday	NO Social Media	Exsisting Trader	
THAI STREETFOOD	1 Regular every Tuesday	No Social Media	Exsisting Trader	

		NET CURTAINS	1	Regular every Tuesday	NO Social Media	Exsisting Trader	Addiotonal Space Given
		SMOKED SAUSAGES STREETFOOD	1	Regular every Saturday	NO Social Media	Direct Recruitment	
		BURRITOS STREETFOOD	1	Regular every Friday	No Social Media	Direct Recruitment	
		SOUTH AFRICAN STREETFOOD	1	Regular every Friday	YES	Direct Recruitment	



<u>Casuals - Not Trading</u>		<u>Commodity</u>	<u>Total Days Traded</u>	<u>Notes / Reasons for not Trading</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
1	CASUAL	MIXED ITEMS	2	Travelled from Manchester to trade Southern Markets	NO Social Media	On the day arrival. Not prebooked	Additional Space Given
2	CASUAL	BAGS	1	Low-end trader	NO Social Media	On the day arrival. Not prebooked	
3	CASUAL	MAKE UP	3	Lack of footfall = Lack of sales	NO Social Media	On the day arrival. Not prebooked	
4	CASUAL	NET CURTIANS	2	No Trader parking and/ or unable to leave vehicle onsite for stock. <b>NOW A REGULAR TRADER ON A TUESDAY</b>	NO Social Media	Converted to Regular Trader	
5	CASUAL	BAGS & LUGGAGE	1	Lack of footfall = Lack of sales	NO Social Media	Direct Recruitment	Additional Space Given
6	CASUAL	WAFFLES	5	Lack of footfall = Lack of sales	NO Social Media	Office Enquiry	
7	CASUAL	BASKETS	1	Travels the Country to trade	Unknown	Office Enquiry	
8	CASUAL	OLIVES	1	Lack of footfall = Lack of sales	Unknown	On the day arrival. Not prebooked	Additional Space Given
9	CASUAL	MIXED FASHION	1	Distance to Market	NO Social Media	On the day arrival. Not prebooked	

10	CASUAL	STATIONARY	2	Lack of interest in stall (competing with WHSmiths)	NO Social Media	Office Enquiry	Additional Space Given
11	CASUAL	BUTCHER & COOKER	3	Lack of footfall = Lack of sales	Yes	Text Message Service	
12	CASUAL	BACON BADGER	2	Moved to undercover trading in the Eden	Yes	Direct Recruitment	
13	CASUAL	JEWELLERY	1	Not enough interest. Too cold (traded in feb)	Yes	Text Message Service	
14	CASUAL	CAKES	1	Lack of footfall = Lack of sales	Yes	Direct Recruitment	
15	CASUAL	M&S CLEARANCE	1	Worked 4 trading days and did not take enough money	No Social Media	Direct Recruitment	
16	CASUAL	COFFEE & WAFFLES	1	Worked 1 day and quit due to lack of sales	No Social Media	Office Enquiry	
17	CASUAL	CHURROS	4	Decided to go into full time employment	Unknown	Direct Recruitment	
18	CASUAL	CHILDRENSWARE	1	Lack of footfall = Lack of sales	NO Social Media	On the day arrival. Not prebooked	
19	CASUAL	WILL WRITING	10+	Still trading. No set days	Yes	Direct Recruitment	
20	CASUAL	SLUSH	2	Still trading. No set days	NO Social Media	Direct Recruitment	
21	CASUAL	LADIES FASHION	3	Lives in France. Trades when in UK	Unknown	Direct Recruitment	
22	CASUAL	TOASTED SANDWICHES	3	Lack of sales	Yes	Text Message Service	
23	CASUAL	MILKSHAKES	5	Looking for more events based oppertunities	NO Social Media	Text Message Service	
24	CASUAL	WAFFLES	3	Looking for more events based oppertunities	Yes	Direct Recruitment	
25	CASUAL	OLIVES	3	Lack of footfall = Lack of sales	NO Social Media	On the day arrival. Not prebooked	
26	CASUAL	THE GYM GROUP	10+	Used market to promote new gym opening	Yes	Direct Recruitment	
27	CASUAL	LADIES FASHION	2	Live in Yorkshire. Travel all over the country to trade	No Social Media	Direct Recruitment	
28	CASUAL	BAKERY	3	Based in Essex. Lack of sales	Yes	Direct Recruitment	
29	CASUAL	PERFUME	1	Travels the Country to trade	Yes	Direct Recruitment	
30	CASUAL	GREEK STREETFOOD	1	Worked 1 day and quit due to lack of sales	NO Social Media	Text Message Service	
31	CASUAL	LEATHER GOODS	3	Lack of footfall = Lack of sales	NO Social Media	Direct Recruitment	



32	CASUAL	TOWELS	3	Lack of footfall = Lack of sales	No Social Media	Direct Recruitment	
33	CASUAL	MIXED FASHION	2	Travelled over from Spain to work UK markets	NO Social Media	On the day arrival. Not prebooked	Additional Space Given
34	CASUAL	INFLATABLE CHRISTMAS DECS	2	Lack of footfall = Lack of sales	Yes	Office Enquiry	
35	CASUAL	COSMETICS	2	Lack of footfall = Lack of sales	NO Social Media	Direct Recruitment	
36	CASUAL	GIN PUNCH	1	Travels the Country to trade	No Social Media	Office Enquiry	



<u>regular Traders Not Trading</u>	<u>Commodity</u>	<u>Days per week Worked</u>	<u>Notes / Reasons for not Trading</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
	PILLOWS / BEDDING	3	Opened a shop in his home Town	NO Social Media	Direct Recruitment	
	MIXED FASHION	3	Enter full-time employment	NO Social Media	Prexistoing Trader	
	UNDERWEAR	3	Decline in sales forced him to seek full time employment	NO Social Media	Prexistoing Trader	
	FISHMONGER	2	Lack of footfall = Lack of Sales	NO Social Media	Direct Recruitment	
	SOUTH AFRICAN SHOP	1	Lack of footfall = Lack of Sales	YES	Direct Recruitment	
	FLOWERS & PLANTS	3	No definitive explanation given	NO Social Media	Text Message Service	Interest Free Gazebo Purchase
	BAGS & LUGGAGE	1	No definitive explanation given	NO Social Media	Direct Recruitment	
	JEWELLERY	1	Lack of Sales	NO Social Media	Text Message Service	

	JERK BBQ	2	No definitive explanation given	NO Social Media	Text Message Service	
	TOYS	1	Lack of footfall = Lack of Sales.	NO Social Media	Text Message Service	8 Week Rent Free Period
	BATHBOMBS & SOAPS	1	Lack of footfall = Lack of Sales.	Yes	Text Message Service	8 Week Rent Free Period
	KITCHENWARE	2	Product not found easily/ elsewhere in High St	NO Social Media	Direct Recruitment	Additional Space Given
	SHOES	1	Lack of footfall = Lack of Sales.	NO Social Media	Text Message Service	8 Week Rent Free Period



<u>New Traders</u>	<u>Commodity</u>	<u>Days per week Marked</u>	<u>Notes</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
	FLOWERS & PLANTS	3	Positive and proactive trader - product is well received & not in the Town (NOW CEASED TRADING)	NO Social Media	Text Message Service	Interest Free Gazebo Purchase
	VEGAN STREET FOOD	1	New/ Start-Up Business. (STILL TRADING)	Yes	Direct Recruitment	4 Week Rent Free Period
	KITCHENWARE	2	Product not found easily/ elsewhere in High St (NOW CEASED TRADING)	NO Social Media	Direct Recruitment	Additional Space
	MOBILES	1	New Trader aquired from another managed site (STILL TRADING)	NO Social Media	Direct Recruitment	
	SHOES	1	New Trader aquired from another managed site (NOW CEASED TRADING)	NO Social Media	Direct Recruitment	8 Week Rent Free Period
	ISLA JANE BAKERY	1	New Trader aquired from another managed site. (STILL TRADING)	Yes	Direct Recruitment	8 Week Rent Free Period
	PRODUCE FROM ISLE OF WIGHT	1	New Trader aquired from another managed site. (STILL TRADING)	Yes	Direct Recruitment	8 Week Rent Free Period

		PILLOWS & BEDDING	2	Seasonal trader. Works for a few weeks. Signs on and off through the year (STILL TRADING)	NO Social Media	Direct Recruitment	
		FRUIT & VEG	3	Replaced previous operator	NO Social Media	Direct Recruitment	Interest Free Gazebo Purchase



<u>Reduced Trading days/</u>	<u>Commodity</u>	<u>Days per week Worked</u>	<u>Notes</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
	WATCHES & JEWELLERY	2 down to 1	Dropped a Friday. Only trades on a Saturday now	NO Social Media	Existing Trader	
	MATERIAL	3 down to 1	Dropped a Friday and now trades at Hemel on a Saturday - Footfall related	Yes	Existing Trader	Additional Space Given
	THE HOOVER STALL	2 down to 1	Dropped a Saturday to move to North Weald - Footfall related	NO Social Media	Existing Trader	
	R & R ASIAN FASHION	3 down to 1	Dropped a Friday and Saturday due to lack of	Yes	Existing Trader	Additional Space Given
	ASIAN FASHION	2 down to 1	Dropped a Saturday. Rents a shop on White Heart Street	NO Social Media	Existing Trader	Additional Space Given

## Appendix 1 - 2017/18 Trader Churn

<u>Casuals - Still Trading</u>		<u>Commodity</u>		<u>Notes / Reasons for not Trading</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
	CASUAL	BREWERY		Local to High Wycombe. Advertising his business	Yes	Text Message Service	
	CASUAL	PROMOTIONAL		Local to High Wycombe. Advertising his business	Yes	Direct Recruitment	
	CASUAL	NET CURTAINS		Casual on a Tuesday	NO Social Media	Exsisting Trader	Additonal Space Given
	CASUAL	PILLOWS & BEDDING		Seasonal trader. Works for a few weeks. Signs on and off through the year	NO Social Media	Direct Recruitment	
	CASUAL	THAI FOOD		Floats around. Does a lot of festivals and events which prevent them from a consistant run at the market	NO Social Media	Exsisting Trader	
	CASUAL	VINTAGE MUSIC		Seasonal trader. Works different markets	No Social Media	Exsisting Trader	
	CASUAL	PERFUME		Travels around markets throughout the year	No Social Media	Exsisting Trader	
	CASUAL	PROMOTIONAL		Promotional Stall	Yes	Exsisting Trader	
	CASUAL	PROMOTIONAL		Promotional Stall	Yes	Exsisting Trader	
	CASUAL	PROMOTIONAL		Promotional Stall	N/A		
	CASUAL	PROMOTIONAL/RETAIL		Promotional Stall	Yes	Exsisting Trader	
	CASUAL	PROMOTIONAL		Promotional Stall	Yes	Direct Recruitmemnt	
	CASUAL	PROMOTIONAL		Promotional Stall	Yes	Exsisting Trader	
	CASUAL	BATHBOMBS		Local business. Work online mainly	Yes	Exsisting Trader	
	CASUAL	WAFFLES		Local business. Mainly do events	Yes	Exsisting Trader	

	CASUAL	SERVICE		Local to High Wycombe. Advertising his business	Yes	Exsisting Trader	
--	--------	---------	--	---	-----	------------------	--

<u>Casuals - Converted to Regulars</u>			<u>Days per week Worked</u>		<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>



<u>Casuals - Not Trading</u>	<u>Commodity</u>	<u>Total Days Traded</u>	<u>Notes / Reasons for not Trading</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
CASUAL	MIXED ITEMS	2	Travelled from Manchester to trade Southern Markets	NO Social Media	On the day arrival. Not prebooked	Additional Space Given
CASUAL	PRMOTIONAL/ SERVICE	6	Promo stall for local business in town	Yes	Contacted us directly	
CASUAL	COOKED FOOD	5	Food Truck. Lack of sales	NO Social Media	Contacted us directly	
CASUAL	BREAD & PATTISERRIE	6	Nice stall, but no real effort from the trader to make it work	NO Social Media	Contacted us directly	
CASUAL	LEATHER ITEMS	5	Good offer. Not consistant	NO Social Media	On the day arrival. Not prebooked	
CASUAL	FISHMONGERS	6	Travelled from Essex. Too far to make the business work	NO Social Media	Contacted us directly	
CASUAL	MENS FASHION	4	Moved away	NO Social Media	Contacted us directly	

CASUAL	PORTUGAL STREETFOOD	2	Good offer. Not consistent	Yes	Contacted us directly
CASUAL	MIXED FASHION	3	Inconsistent trader	NO Social Media	Contacted us directly
CASUAL	LADIES FASHION	1	Worked 1 day and did not come back - Footfall related	NO Social Media	on the day arrival. Not prebooked
CASUAL	BEDDING	2	Travelled down from the North. No long term prospect	NO Social Media	On the day arrival. Not prebooked
CASUAL	DONUTS	4	Worked 2 days and didn't come back - Footfall related		
CASUAL	CHEESE	4	Good offer. Not consistent	NO Social Media	Contacted us directly
CASUAL	PLANTS & FLOWERS	2	Poor trader	NO Social Media	Contacted us directly
CASUAL	LADIES FASHION	5	Moved to a shop	Yes	Existing trader
CASUAL	ELECTRICALS	2	Worked 2 days and didn't come back	NO Social Media	Existing trader
CASUAL	CREPES	2	Good offer. Not consistent	Yes	Contacted us directly
CASUAL	ASIAN FASHION	2	Seasonal trader	Yes	Contacted us directly
CASUAL	COOKED FOOD	6	Lack of sales/ footfall	NO Social Media	Contacted us directly
CASUAL	CRAFTS	1	1 day casual - Footfall related	NO Social Media	Contacted us directly
CASUAL	HATS & GLOVES	1	1 day casual - Footfall related		
CASUAL	PIZZA	2	Good offer. Not consistent	NO Social Media	Contacted us directly
CASUAL	BEDDING	2	Travelled down from the North. No long term prospect		
CASUAL	ASIAN FASHION	2	Seasonal trader	NO Social Media	Contacted us directly
CASUAL	BURGER VAN	2	Worked 2 days and didn't come back - Footfall related	NO Social Media	Contacted us directly
CASUAL	HAIR ACCESSORIES	1	1 day casual - Footfall related	NO Social Media	Contacted us directly
CASUAL	PROMOTIONAL/ SERVICE	2	Promo stall for local business	Yes	Contacted us directly

<u>Regular Traders Not Trading</u>	<u>Commodity</u>	<u>Days per week Worked</u>	<u>Notes / Reasons for not Trading</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
	PRODUCE	1	Could not staff stall	Yes	Direct Recruitment	8 Week Rent Free Period
	CHURROS	2	Declining health forced the stall to close	NO Social Media	Direct Recruitment	
	SOUTH AFRICAN STREETFOOD	1	Moved location	YES	Direct Recruitment	
	BURRITOS STREETFOOD	1	Left to join the police	NO Social Media	Direct Recruitment	
	FLOWERS & PLANTS	3	Moved location	NO Social Media	Text Message Service	Interest Free Gazebo Purchase
	KITCHENWARE	2	Footfall related	NO Social Media	Direct Recruitment	Additional Space
	SHOES	1	Footfall related	NO Social Media	Direct Recruitment	8 Week Rent Free Period
	PRODUCE	1	Sales/ Footfall related	Yes	Direct Recruitment	8 Week Rent Free Period
	FRUIT & VEG	3	Inexperience	NO Social Media	Direct Recruitment	Interest Free Gazebo Purchase
	MATERIAL	1	Opened shop in HW Town	Yes	Exsisting Trader	Additional Space Given
	ASIAN FASHION	1	Moved to online sales	Yes	Exsisting Trader	Additional Space Given
	MIXED ITEMS	3	Declining Sales - Footfall related	NO Social Media	Exsisting Trader	Additional Space Given
	BAGS & LUGGAGE	1	Switched to a more local market to him	NO Social Media	Exsisting Trader	Additional Space Given
	ARMY SURPLUS	2	Personal circumstance changes forced early retirement	NO Social Media	Exsisting Trader	
	COMICS	1	Declining Sales - Footfall related	Yes	Exsisting Trader	

		MOBILES & SMO	1	Declining Sales - Footfall related	NO Social Media	Exsisting Trader	Additional Space Given
		BUTCHER	1	Declining Sales - Footfall related	Yes	Exsisting Trader	
		COOKED FOOD VAN	2	Too far to travel each week. Declining sales and inconsistency in attendance	NO Social Media	Exsisting Trader	
		FLOWERS & PLANTS	2	Travelled up from Bournemouth. Became inconsistant	Yes	Direct Recruitment	
		GREEK STREETFOOD	2	Intermittent trading due to events	Yes	Direct Recruitment	
		LADIES FASHION	2	Declining Sales - Footfall related	Yes	Exsisting Trader	
		BURGER VAN	2	Declining Sales - Footfall related	NO Social Media	Direct Recruitment	
		ROMAINIAN BBQ	2	Open Café in N. London	NO Social Media	Existing Trader	



<u>New Traders</u>	<u>Commodity</u>	<u>Days per week Worked</u>	<u>Notes</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>
	ASIAN FASHION	1	Travels down from Bradford	NO Social Media	Contacted us directly	
	MOBILE HAIRDRESSER	2	Local business	Yes	Direct Recruitment	
	PAD THAI	3	Currently trading	NO Social Media	Contacted us directly	
	JERK STREET FOOD	3	Local business	Yes	Contacted us directly	



<u>Reduced Trading days/ Location</u>	<u>Commodity</u>	<u>Days per week Worked</u>	<u>Notes</u>	<u>Social Media / Online</u>	<u>Trader Recruitment</u>	<u>Trading Incentives</u>



--	--	--	--	--	--	--	--

Trader Log - 2019 Current

Tuesday

Trader Name	Known As	Product	Comments
REGULAR		LADIES FASHION	
REGULAR		BIBLES	
REGULAR		JERK CHICKEN	
REGULAR		BEDDING	
REGULAR		FALAFEL	
REGULAR		MOBILES	
REGULAR		CARIBEEAN VEG	
REGULAR		FRUIT & VEG	
REGULAR		ICE CREAM	
REGULAR		GREEK FOOD	
REGULAR		PARTY ACCESSORIES	
REGULAR		INDIAN FOOD	
REGULAR		NET CURTAINS	
REGULAR		BAGS	

Page 24

Friday

Trader Name	Known As	Product	Comments
-------------	----------	---------	----------

REGULAR		LADIES FASHION	
REGULAR		FALAFEL	
REGULAR		SPORTS DIRECT	
REGULAR		MOBILE ACCESSORIES	
REGULAR		HOOVERS	
REGULAR		CARIBBEAN	
REGULAR		ICE CREAM	
REGULAR		FRUIT & VEG	
REGULAR		SMOKING ACCESSORIES	
REGULAR		PARTY ACCESSORIES	
REGULAR		VEGAN FOOD	
REGULAR		INDIAN FOOD	
REGULAR		CHINESE FOOD	
REGULAR		MOBILE HAIR	
REGULAR		JERK CHICKEN	
REGULAR		GREEK FOOD	

**Saturday**

Trader Name	Known As	Commodity	Comments
REGULAR		LADIES FASHION	
REGULAR		GREEK	
REGULAR		FALAFEL	
REGULAR		MOBILE ACCESSORIES	
REGULAR		CARIBBEAN	
REGULAR		FRUIT & VEG	

REGULAR		MOBILE HAIR	
REGULAR		SMOKING	
REGULAR		MARTIAL ARTS EQUIP.	
REGULAR		PARTY ACCESSORIES	
REGULAR		INDIAN FOOD	
REGULAR		BUTCHER	
REGULAR		ICE CREAM	
REGULAR		JERK CHICKEN	

<b>CASUAL Traders</b>			
CASUAL		TOYS	
CASUAL		LEATHER GOODS	
CASUAL		PRMOTIONAL STALL	
CASUAL		SHOES	
CASUAL		BEDDING/ PILLOWS	
CASUAL		PERFUME DEMO	
CASUAL		MIXED FASHION	
CASUAL		CHILDRENS	
CASUAL		ASIAN FASHION	
CASUAL		SWAG	
CASUAL		BAGS	
CASUAL		CREPES	
CASUAL		ROMANIAN FOOD	
CASUAL		THAI FOOD	
CASUAL		DONUTS/ SWEETS	
CASUAL		MEXICAN FOOD	





# Agenda Item 6

Wycombe District Council

APPENDIX A

## HIGH WYCOMBE TOWN COMMITTEE

### Work Programme – NOVEMBER 2019 – MARCH 2020

Title & Subject Matter	Meeting / Date to be taken	Contact Officer
<b><u>19 November 2019</u></b>		
HWBIDCo Update - TBC	19 Nov 2019	Jemma Durkan, Democratic Services
Q's 1 & 2 Budgetary Control Report (Information Sheet)	19 Nov 2019	Julia Turner, Senior Accountant, Financial Management
<b><u>21 January 2020</u></b>		
Policing Update	21 Jan 2020	Jemma Durkan, Democratic Services
<b><u>17 March 2020</u></b>		
Q3 Budgetary Control Report (Information Sheet)	17 Mar 2020	Julia Turner, Senior Accountant, Financial Management

Meeting contact officer: Jemma Durkan, 01494 421635,

[Committeeservices@wycombe.gov.uk](mailto:Committeeservices@wycombe.gov.uk)

Work Programme Updated: 2 September

2019