

## Report of the Chief Executive

**RECRUITING A MARKETS OFFICER**1. Purpose of report

To outline the details of the value a Market Officer would bring and inform members on the current issues regarding markets in the borough.

2. Background

Following the recommencement of markets following government advice, the previous operator took the decision to stop managing the weekly (Monday and Wednesday) markets. In addition, to not pursuing the establishment of regular markets in Kimberley. Regular markets were introduced in Beeston to improve footfall on quieter days, allow opportunities for start-up retailers and establish a more vibrant town centre. As we know from experience not just in Beeston but in other areas such as the Kimberley Christmas Market we see an increase in footfall which benefits local businesses. Further to this since the easing of lockdown rules outdoor retail is often the preferred option for visitors.

The recruitment of a Markets Officer will enable us to hold regular and seasonal markets across the borough. In addition, the role will allow for place specific promotion alongside the markets, increasing visits and engaging with local groups and schools. As each town get a greater identity and more activity the use of contact information gathered from the free Wi-Fi will support in communicating to the wider public.

3. Financial implications

Role to be grade 5/6. It is expected that the officer will generate an income, through stall rents.

**Recommendation:**

**The Committee is asked to RECOMMEND to the Personnel Committee that the permanent Markets Officer Position be approved.**

Background papers

Nil