



Whitchurch Town Council

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Whitchurch Town Council: Press Release

Whitchurch Markets in Perspective

Whitchurch has a market charter dating back from the 14th Century. It was a market town then and it remains so today. Although the role of markets has evolved over the centuries, they are still important to the Town, and the Town Council is determined to support and enhance them.

Whitchurch currently has the right to hold its main market on Fridays, which dates back to the reign of James I of England. This is now vested in the Town Council, which has recently resolved to register this with Land Registry and to further develop its Markets Policy, both to ensure this right is protected. The Council's Facilities and Services Committee on 23rd May 2013 considered a number of market issues and resolved to take steps to upgrade the Market Hall and liaise with traders to promote this market. Staff are currently preparing a business plan, and promotion of the market will feature prominently in the Council's emerging Communication & Marketing Policy. Thought is also being given to sustaining the market during the Civic Centre renovations. A flea market has recently been introduced.

The Farmers' Market is now well established and results for a partnership between a not for profit social enterprise and the Town Council. Committee has recently authorised discussions on how the agreement between them can be developed to help it become even more successful. Is it any wonder that with the Farmers' Market going from strength to strength resulting in increasing footfall, that it needs to be regularly reviewed to ensure the free flow of pedestrians, access to shops and safety standards are not hindered? If the market had been a flop, these issues would not arise.

Deputy Mayor, Mike McDonald commented "the Council is now to organise a meeting with the Farmers' Market Social Enterprise, retailers and the Chamber of Trade to ensure the town centre thrives. Our market and our permanent retailers are important and working together is vital to the future success of our town."