



SCARBOROUGH BOROUGH COUNCIL

Anne Marshall
12 Borough Place
Whitby
YO22 4GJ

Your Ref:
Our Ref: AR/WM/218

14 June 2018

Dear Anne

Whitby Market – Changes to operation of Whitby Market

From a register which has been provided to us by the incumbent Market Supervisor, Mr. Simon Twigger, I understand that you trade at Whitby market on either a regular or intermittent basis.

As you are doubtless aware, the Council has been undertaking a review of the operation and management of Whitby Market following the appointment of a new Market Superintendent for Whitby and Scarborough in April 2018.

The review is broken into 3 stages as follows:

Stage 1. Immediate / Short Term

To ensure conformity of existing operations to regulations and legislation and to put in place management protocols as necessary to ensure compliance. These actions must be undertaken to ensure the Market is placed on a sound and sustainable footing before moving forward.

This stage includes dialogue with existing traders and directly affected stakeholders

Stage 2. Medium Term- within 6-12 months

To develop market operations to improve the viability and appeal of Whitby Market to customers and traders and introduce best practice and modern operating protocols where required.

This stage will include further consultation with traders, stakeholders and other interested parties.

Stage 3. Within 12+ months

To develop longer term business and investment plan for Whitby Market including potential development of facilities.



This stage will likely include wider consultation with all stakeholders and potential funding partners and agencies.

Importantly the Stage 1 phase of this exercise has recently been completed and I would like to inform you of the following accordingly.

- With effect from Monday 16 July 2018, the Council's Market Superintendent, Penny Beniston, will assume all responsibility for the day to day operation of the market. Mr. Twigger will be stepping down from his role in conjunction with this change.
- In order for the Council to effectively manage the market and ensure compliance with regulation, as from Monday 16 July 2018 trading days will be restricted to Tuesday, Saturday (the official chartered market day), and a seasonal farmers' market on a Thursday.
- Please note that trading will not be permitted on Sundays or any day other than those specified above, as we are aware has been the case in the past.
- Trading will continue as per the existing arrangements until midnight on Sunday 15 July 2018, when the above changes will come into immediate effect.

In terms of the Stage 2 of the process, we intend in the near future to introduce documented trading agreements; a corresponding advance reservation system for traders, and an associated secure payment system in a move away from the cash based operation currently in place.

These improvements and efficiencies are clearly designed to enhance the operation of Whitby market as a going concern to traders, customers, residents and visitors alike. We will also be working to raise the profile of the market and enhance its offer by means of active management and related promotional and marketing activities.






We are very confident that this long overdue overhaul of the market operation represents a positive and progressive step forwards and will benefit the Market operation in the medium term.

However, we understand that the imminent limitation in trading days may cause issues for some, therefore please feel free to contact me if you require any further support in this regard and I will endeavour to assist where possible.

Yours sincerely



Alex Richards
Acting Regeneration Services Manager

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