



# **Future of Livestock Market provision in Louth**

## **Consultation Reports and Appendices**

**Consultation between July 16, 2017 and September 6, 2017.**

**September 18, 2017**

**Prepared by: Communications, Consultation and Tourism Service**

### Overview of consultation and response

This report summarises the response to the consultation.

The detailed consultation reports are attached at Appendix A (General consultation) and Appendix B (Market User's consultation), with further appendices containing additional information gathered/received during the consultation process.

#### The approach to the consultation

The consultation was launched on July 16, 2017 and remained open until close of business on September 6, 2017. The focus was on consulting the public of East Lindsey, market users and other interested parties.

There were two surveys that were both available in hard copy and online at a dedicated webpage ([www.e-lindsey.gov.uk/livestockmarket](http://www.e-lindsey.gov.uk/livestockmarket)).

One form was for the general public. The other was a more specific form for users of the existing Livestock Market facility.

#### Promotion

There was extensive promotion of the consultation, as identified below.

Form type	Promotion
General survey	Local Media (with significant coverage across all local news sources) Council's website (with homepage banner) Community Access Points Magna Vitae Leisure centres Social media – organic and paid for (including Facebook Live events) Roadshow of events (inc market stalls) Public meeting Town and Parish e-news Members' Point Brief E-bulletin E-business brief E-Messenger Groups that represent people with disabilities Forms provided to Councillors upon request
Livestock Market users' survey	Local Media (with significant coverage across all local news sources) Council's website (with homepage banner) Community Access Points Magna Vitae Leisure centres Social media – organic and paid for (including Facebook Live events) Roadshow of events (inc market stalls) Public meeting Town and Parish e-news Members' Point Brief E-bulletin. Mailing by Lincs Rural Service Network to its contacts Mailing by the NFU to its contacts. Livestock Market site. E-bulletin. E-business brief E-Messenger Groups that represent people with disabilities Forms provided to Councillors upon request

There was also contact with a range of stakeholders who were invited to respond.

The stakeholder list is identified below (not all responded).

- Town & Parish Councils
- Lincolnshire County Council
- MEPs
- MPs
- GLLEP (via Agricultural Lead)
- Lincolnshire Chamber of Commerce
- Federation of Small Businesses
- NFU
- Lincoln Red Society
- Lincolnshire Forum for Agriculture and Horticulture (c/o LCC)
- Louth Independent Traders
- Lincoln Institute for Agri-food Technology
- Woldmarsh Producers Ltd
- Businesses on Fairfield Industrial Estate
- Lincolnshire Rural Services Network
- Agricultural Chaplain
- Masons
- Wilsons
- NHS
- Farming Community Network
- Young Farmers' (via County Office)
- Keep Louth Special
- Move Louth Forward

### Response to the consultation

In total 4,131 consultation forms were returned, broken down by survey form as follows:

- **General survey** (Appendix A) – 3800 surveys were completed. 1,039 were online and 2,761 were paper copy.
- **Market Users survey** (Appendix B) - 331 surveys were completed. 151 were online and 180 were paper copy.

A significant number of comments were received on the completed consultation forms. The full comments can be viewed here – [www.e-lindsey.gov.uk/livestockmarketresponse](http://www.e-lindsey.gov.uk/livestockmarketresponse)

In addition to the survey responses, a number of other written representations were made in response to the consultation and those representations are included as Appendices to this report.

The individual consultation reports contains a detailed breakdown of respondent profile.

During the consultation period there were 3,489 unique visits to the [www.e-lindsey.gov.uk/livestockmarket](http://www.e-lindsey.gov.uk/livestockmarket) webpage, which hosted the online surveys.

The table below aggregates the response to the principal question, which was included in both surveys:

Question	% response	No. responses
OPTION 1 - Build a new Livestock Market facility (financial cost between £4million and £5million) and let to a market operator.	7%	278
OPTION 2 - Suspend the current Livestock Market and seek a Private Act of Parliament to remove the requirement for the District Council to provide a Livestock Market in Louth (financial cost up to £200,000. Royal Charters remain in place but amended).	8%	346
OPTION 3 – Withdraw from the sale process with the ADV Partnership and refurbish the current site (financial cost would be the loss of the sale value for the site; the requirement for the Council to spend up to £700,000 on refurbishment of the existing facility and ongoing maintenance liabilities).	84%	3423
OPTION 4 – I don't have a view.	1%	31

*Please note that not all respondents selected an option, therefore the numbers above don't add up to the total forms received.*

**Individual comments made in response to the consultation have been uploaded to [www.e-lindsey.gov.uk/livestockmarketresponse](http://www.e-lindsey.gov.uk/livestockmarketresponse) for Councillors to read to inform their decision.**

The themes arising in the consultation comments were as follows:

*The % is the % of comments made in response to each survey that raised the particular theme.*

#### **General Survey (1418 comments made)**

- The Livestock Market is part of Louth's heritage and essential for farmers in the area (26%)
- Refurbish the Livestock Market and use the site on non-market days for other purposes/sell off part of the site not used for the Livestock Market for other development (13%)
- If the Livestock Market closed there would be a loss of trade to the town as farmers' families go into the town centre whilst farmers are at the Livestock Market (7%)
- Animal welfare issues should farmers have to travel further distances with their cattle/sheep to a Livestock Market (6%)
- There were a number of suggested uses for the site should the Livestock Market cease to operate, such as housing, retail units and a park and ride facility (3%)
- Cattle Market is a place for farmers to socialise and also seek health advice (2%)

#### **Market User Survey (169 comments made)**

- Negative impact on the farming community if a Livestock Market facility is no longer provided (including health) (14%)
- Concerns over travel times to other markets and financial impact (12%)
- The Livestock Market is not just a place to sell but also to socialise and talk about similar issues (12%)
- Consolidate the site - the sheep pens could be relocated leaving an area of the site for redevelopment. (12%)
- Concerns over animal welfare (9%)

#### **Conclusion**

The consultation findings demonstrate strong support for Option 3.

### Appendices:

- Appendix A – General survey findings (all comments available to view at [www.e-lindsey.gov.uk/livestockmarketresponse](http://www.e-lindsey.gov.uk/livestockmarketresponse))
- Appendix B – User survey findings (all comments available to view at [www.e-lindsey.gov.uk/livestockmarketresponse](http://www.e-lindsey.gov.uk/livestockmarketresponse))
- Appendix C – Public meeting notes
- Appendix D – Letter from Robert Bell & Co
- Appendix E – Letter from The Livestock Auctioneers Association
- Appendix F – Letter from the National Farmers' Union
- Appendix G – Letter from the Country Land and Business Association Lincolnshire Branch
- Appendix H – Letter from resident
- Appendix I – Letter from resident
- Appendix J – Letter from resident
- Appendix K – Letter from Lincolnshire Young Farmers
- Appendix L – Letter from resident
- Appendix M – Letter from The Rural Deanery of Louthesk
- Appendix N – National Farmers' Union (Louth Branch)
- Appendix O – Letter from resident
- Appendix P – Letter from resident.
- Appendix Q – Letter from resident
- Appendix R – Letter from resident
- Appendix S – Letter from resident
- Appendix T – Response from Louth Town Council (also within analysis)
- Appendix U - Comments received via social media
- Appendix V – Letter from resident
- Appendix W – Letter from resident
- Appendix X – Lincolnshire County Council response
- Appendix Y – Equality Impact Assessment